

Electrical Merchandising

DECEMBER • 1958

A MCGRAW-HILL PUBLICATION • ONE DOLLAR



we are privileged to announce...

The First Home Comfort Appliances to Merit the Name of

Thomas A Edison

WE are singularly honored to present a complete new line of room air conditioners carrying the most trusted name in the electrical field . . . *Thomas A. Edison.*

For more than four decades this name has been synonymous with the highest traditions of excellence in research, engineering and product.

With full realization of the responsibilities involved, we pledge to maintain and build products with the high standards of quality necessary to merit this association.

To help us carry out this pledge, the facilities of the world-famous Thomas A. Edison Laboratories are at our constant disposal. They assure continued leadership in research, design and engineering.

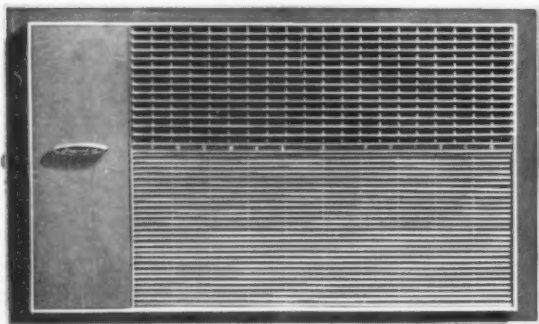
The new Thomas A. Edison line of Room Air Conditioners includes units for every need and every type of installation—a 1/2 HP portable . . . compact 1 HP models, and a conventional series ranging from 1 to 2-1/2 HP models.

Also in the distinguished Thomas A. Edison family are Central Air Conditioning Systems, Air Filters, and Dehumidifiers.

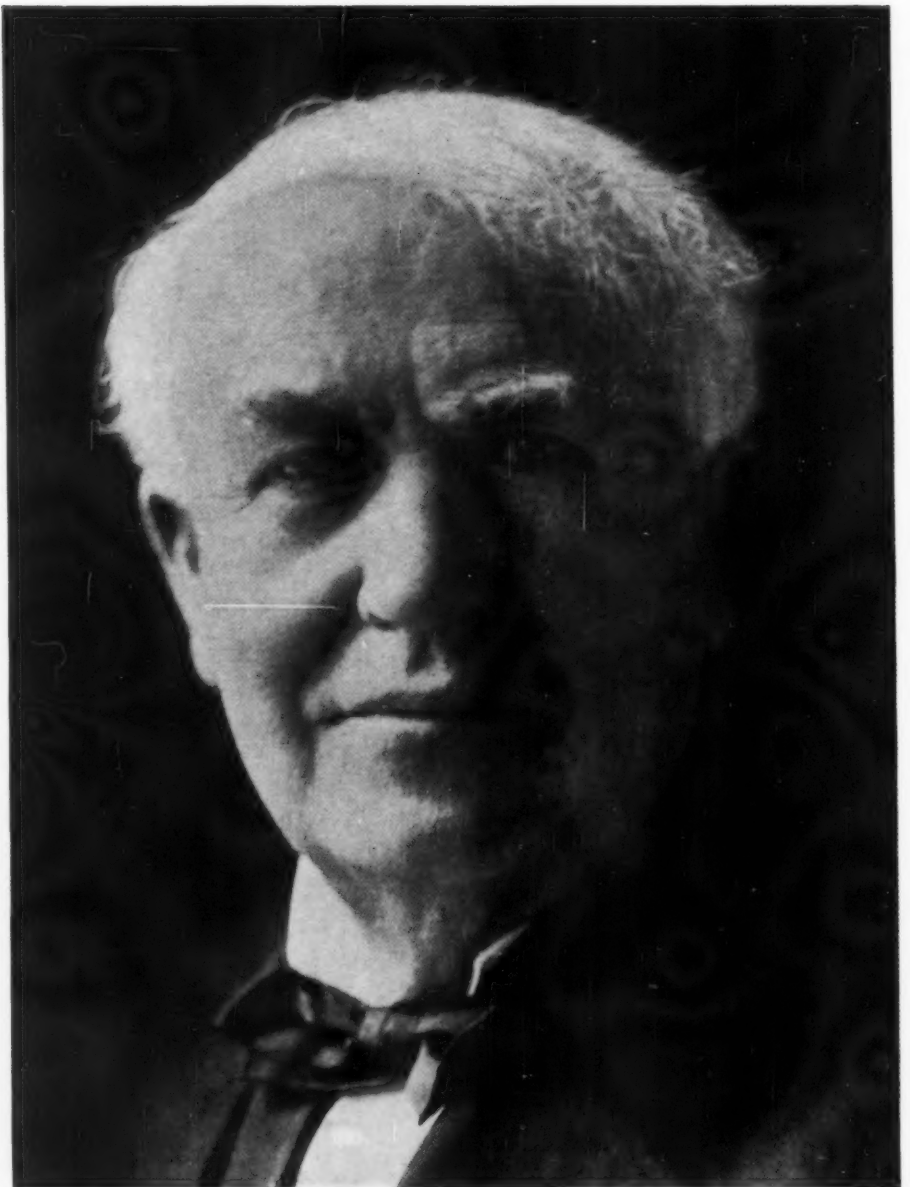
All are quality engineered and built to merit the tremendous buyer confidence and sales appeal inherent in the *Thomas A. Edison* nameplate.

Inquiry is invited from Appliance Distributors who appreciate the unusual value in this franchise.

**Engineered and Built in the Honored
Tradition of a Great Name**



The Complete Thomas A. Edison Line of Home Comfort Appliances will be in Space 11-103 at the Merchandise Mart during the January Chicago Market.



COOLERATOR DIVISION

ALBION, MICHIGAN

The Finest In Home Comfort Appliances



McGRAW-EDISON COMPANY

SPOTLIGHT...a quick look at what's going on

DECEMBER 1, 1958

The old year is closing and the new one opening on a firm, optimistic note. Line introductions are pretty well finished now and virtually without exception you'll find manufacturers well pleased with the reception given the new merchandise.

That's one reason lots of people within the industry are looking forward to a lively Winter Market in Chicago next month. The trade has already seen most of the merchandise, as usual, but this year dealers will be looking for first-hand information about promotional plans for the months ahead---and about product developments which seem ready to jump from drawing board to production line during 1959. Some of these will be previewed in Chicago in January. Others will certainly come in for a lot of conversation during the Markets.

Tape cartridges; stereo (one piece vs. two piece units); transistorized TV; new forms and dimensions in TV design; multiplexing for both AM and FM radio; more automatic appliances with more pushbuttons and more completely programmed controls---that's merely a sampling of the new products just ahead for the industry.

Couple an opportunity to discuss subjects like this with the provocative program NARDA has lined up for its convention next month and you'll readily appreciate why so many dealers are this year scheduling a trip to Chicago and the Winter Markets.

Everyone in the industry is amazed at the speed and scope of the recovery which set in with the final months of the year. Laundry equipment manufacturers are pointing to September and October results which show these two months producing the best business since October 1956. From a poor start last January (when business lagged by 30 percent) the laundry industry has closed ground fast and indications are that 1958 will not trail 1957 by more than six percent.

Manufacturers who have been criss-crossing the country with new line showings are well aware of the magnitude of the business recovery. Westinghouse vice-president John Craig told ELECTRICAL MERCHANDISING last month that he was tremendously im-

pressed by the optimism shown by dealers attending his firm's traveling road show. G-E officials in Louisville told magazine editors in late October that they're looking forward to good business in 1959. Kelvinator reports that dealer reaction to its new line has been enthusiastic with individual retailers reporting heavy movement almost as soon as the new merchandise was available.

Nor is this fall's recovery confined to white goods. Motorola, for example, says its only current problem is "shortages". Surprisingly, the shortages are in the middle and high-end sets, including some units in the firm's Drexel line (which has given Motorola entree to some stores from which it had been missing for many years). In stereo, the company has upped production schedules on its "suitcase" portable from 8,000 to 70,000 and would make more if possible. Motorola, incidentally, claims to be getting a substantially bigger slice of industry TV sales---and several other firms feel they've upped their shares, too.

In the air conditioner industry, manufacturers are already laying merchandising plans to be ready for a season which they hope will be more favorable, weatherwise, than was 1958. York is offering dealers a "blue chip" franchise and Fedders took advantage of its "Jamaica Jamboree" to urge vacationing dealers to really get behind heat pump units in 1959.

Familiar brand names will be missing from three products next year, however. Both Hotpoint and Cory have decided to give up on new lines added in recent years and to concentrate on the products they've always done well in. Thus, Hotpoint gives up TV after two and a half years in the business, pointing out that the firm's "inherent" strength was in major appliances. Cory, which saw housewares profits dwindle because of losses in air conditioning, has closed down its Mitchell air conditioner line and promised an "aggressive" program on its housewares lines. In another switch, Dominion Electric has purchased the A. C. Gilbert appliance line and will market these products under the Dominion label.

NOW...MAKE UP TO 21.7% EXTRA PROFIT ON EVERY LIGHT BULB YOU SELL

with New Westinghouse
Eye Saving White bulbs

Nation-wide sales figures prove it! New Shape Westinghouse Eye Saving White bulbs are the biggest sales and profit-builders in light bulb history. Bigger sales—because consumers prefer their modern shape and built-in glare-protection. Bigger profits—because you make 21.7% extra profit on every 100-watt bulb you sell. For any dealer, that's at least \$3.00 more per case!

Dealer demand is unprecedented, so order your stocks of 60- and 100-watt bulbs now. Colorful cases, streamers and displays come free with your order. Call your local authorized Westinghouse Lamp Agent or write Westinghouse Lamp Division, Bloomfield, N. J.



FREE DISPLAYS: Specify the display of your choice when you order... giant pennant kit, counter display kit, illuminated demonstrator, floorstand merchandiser.



HARDWARE STORE: "...sales of all bulbs are up 80% since we put up our display"



VARIETY STORE: "New shape bulbs are out-selling old style better than two to one."



SUPERMARKET: "... sold 14 cases of the new shape bulbs in the first three weeks."



New Shape!

New Sales Appeal!

New Profit Making Power!

NOW AVAILABLE

Advance demand has been so great that our manufacturing departments have been forced to do the impossible. Quantities of these great new bulbs are now available—months ahead of schedule.

YOU CAN BE SURE...IF IT'S

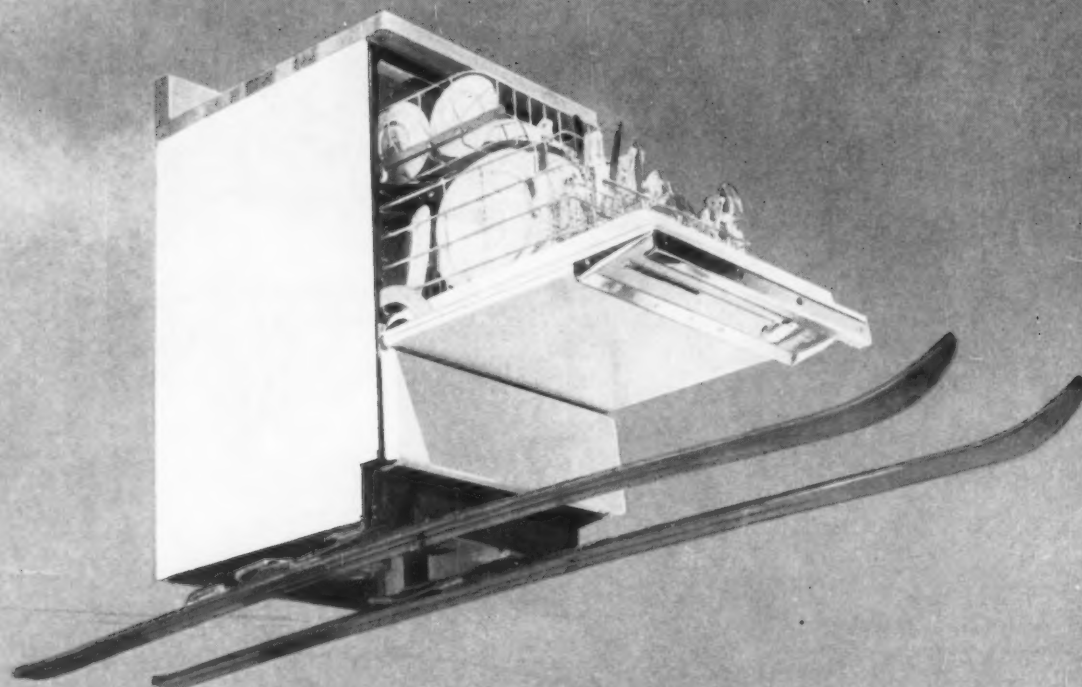
Westinghouse

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS"
CRS TV MONDAYS



DRUG STORE: "...put new life in my light bulb business. Now selling half again as many bulbs of all kinds."

OUT IN FRONT...*QUICK!*



To get the jump on competition for appliance sales, it takes extra power. With seven great, exclusive features, the WASTE KING Super Dishwasher-Dryer puts you in the contest in a big way!

In the last few months, WASTE KING distribution has doubled! Dealers everywhere are discovering how spot-less drying, better washing, quiet operation, interchangeable front panels, humidity-free drying, pre-rinsing, huge capacity can boost dishwasher sales' "closes"!

Getting out in front—*staying* out in front is easier when the appliances you sell are by WASTE KING—the fastest growing appliance manufacturer in America.

See your Appliance Distributor or write today for more information about WASTE KING: The appliances that are getting out in front...Quick!

WASTE KING CORPORATION



3300 E. 50th Street
Los Angeles 58, California

DISHWASHERS • DISPOSERS • BUILT-IN RANGES • INCINERATORS

Complete, years ahead engineering techniques and knowledge are applied to every WASTE KING product!
You *know* if it's WASTE KING, it's *right*!

Thorough, maximum-standard manufacturing processes and quality control are applied to every WASTE KING product!
You *know* if it's WASTE KING, it *stays* right!

National advertising and sales promotion support is behind every WASTE KING product—from consumer ads to direct mail programs!
You *know* if it's WASTE KING, it *sells* right!

Electrical Merchandising

DECEMBER 1958

A McGRAW-HILL
PUBLICATION

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Looking for good resolutions for the year ahead? Then read this lively article on how to buy right. Chances are that you'll start making notes almost as soon as you begin reading. Some of the ideas here could be just what you're looking for in the way of New Year's resolutions.

Want a preview of the new merchandise you'll see in January at the Chicago Winter Markets? You'll find it right here in this month's New Products section. Matter of fact, the New Products pages provide you with a year round "Market" since month in and month out you'll find complete, accurate and up to the minute information on new lines right in these pages.

Our staff has begun burning the midnight oil now that the deadlines for the annual January Statistical and Market Planning issue of **ELECTRICAL MERCHANDISING** are at hand. Much of the work for the issue was begun months ago and copy has been flowing steadily to the printer for several weeks now. But there's always a rush of last-minute checking to be done because the issue must be as up to date and accurate as human effort can make it. That's one reason it has come to be regarded as the industry's "bible" — and it's one big reason why we know you'll be looking forward to receiving it next month.



The Season's
Warmest Good Wishes
from your

TOASTMASTER

Automatic Water Heater

Representatives

Donald J. Burdick
14 Laurel Drive, N.E.
Atlanta, Georgia

George Schroeder
236 Sibley Ave.
Park Ridge, Ill.

R. V. Palmquist
7208 Reite Ave.
Des Moines, Iowa

Ray Ruppelt
4708 Townsend Rd.
W. Richfield, Ohio

Mel Pearson & Co.
1860 S. Acoma
Denver, Colo.

Vernon W. Brewer
348 Fifth St., N.W.
Hickory, N.C.

O. B. Wilt Company
1355 Market
San Francisco, Calif.

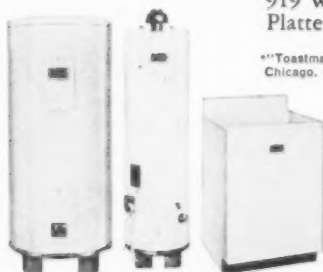
Manufacturers
Distributing Co.
192 Lexington Ave.
New York 16, N.Y.

Fred R. Usher
604 Jackson
Stoughton, Wis.

Donald H. MacQuarrie
2024 Bellemead Ave.
Havertown, Pa.

Chuck Whiteside
919 W. Main St.
Platteville, Wis.

"Toastmaster" is a registered trademark of McGraw-Edison Co., Chicago. Copyright, 1958 by McGraw-Edison Co.



ANOTHER
PRODUCT
OF

McGRAW-EDISON COMPANY
CLARK DIVISION
5201 West 65th Street, Chicago 38, Ill.



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DECEMBER, 1958—ELECTRICAL MERCHANDISING

What makes HOOVER the biggest name in floor care?

Experience

(50 years of it!)

1908



1923



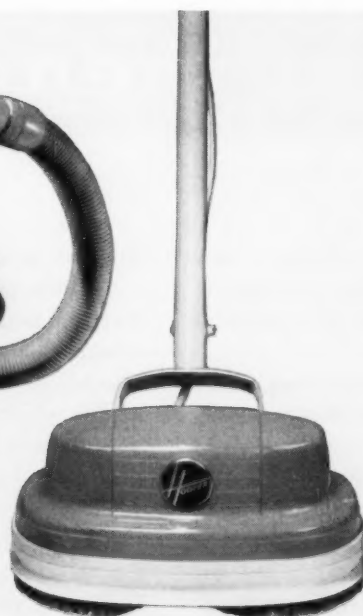
1936



1958



Hoover Constellation
the cleaner that
walks on air



Hoover Polisher
with Do-All Brushes
and Magic Handle



Hoover Convertible
the cleaner with the
automatic shift

The appliances women are sold on before they come into your store

Hoover®

FIRST FOR FIFTY YEARS



Year after year, Hoover floor care equipment continues to lead the industry in dependability and performance. The "know-how" it takes to maintain this product superiority calls for experience . . . and Hoover has half a century of that! That's why women are presold on Hoover's reliability—why year after year, more women prefer Hoover over any other brand. So why not give the lady what she wants? A Hoover. (You'll come out ahead, too.) The Hoover Company, North Canton, Ohio.



"...to increase the
Hotpoint Dealer's
share of his market."

W. C. Wichman

W. C. Wichman
General Manager
Hotpoint Co.

Hotpoint trends

With unprecedented population growth, more new home starts, greater disposable income, and a growing replacement market . . . 1959 should be a successful year for alert Hotpoint Dealers.

That's why we've watched the development of the new 1959 Hotpoint Line with keen interest and justified enthusiasm.

We've seen product research materialize into new selling features of striking beauty and competitive strength. From engineering has come a constructive series of service-minimizing advances. From the designing boards have come the deft, clean lines of to-

morrow's appliance styling for Hotpoint.

This fine line of products will be backed up by the Hotpoint brand name which has been before the consuming public for over 50 years. Our plans will be directed toward improving this brand image and the quality which supports it.

In short, our goal is to increase the Hotpoint Dealer's share of his market. And when you see the new 1959 Hotpoint Line and promotional plans, I think you'll agree that "Hotpoint Dealers' profit opportunities are greater than ever. If you're not a Hotpoint Dealer . . . you should be!"

Hotpoint

LOOK FOR THAT DIFFERENCE! (your customers do!)



A Division of General Electric Company. CHICAGO 44, ILLINOIS

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS
CUSTOMLINE • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

QUICK-CHECK OF BUSINESS

trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	172	142	182	13.1% down
RETAIL SALES total (\$ billions)	16.6	16.9	16.9	.9% down
DEPARTMENT STORE SALES index (1947-1949=100)	135	136	129	.8% down
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ million)	356	352	363	.9% less
FAILURES of appliance-radio-TV dealers	33	23	34	.8% more
HOUSING STARTS (thousands)	111.0	118.0	96.7	9.6% up
AUTO OUTPUT (thousands)	261.7	130.4	327.4	37.3% down
DISPOSABLE INCOME annual rate (\$ billions)	314.0*	307.5*	308.7*	1.3% up
LIVING COSTS index (1947-1949=100)	123.7	123.7	121.1	3.0% up
CONSUMER SAVINGS annual rate (\$ billions)	22.5*	19.2*	20.4*	5.3% down
UNEMPLOYMENT (thousands)	3,805	4,111	2,508	68.3% up

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) (*New Series)

There's good news in the chart above—but there's even better news in the How's Business tabulation on page 22.

For the first time since last May when ELECTRICAL MERCHANDISING began collecting these monthly reports on retail sales, every one of the nine products shows a gain over 1957's figures. The figures on page 22 cover September sales and are one of the first pieces of statistical evidence showing how well the appliance-radio-TV industry is pulling out of the recession. Early reports from various sections of the country indicate also that this recovery continued in October and November.

The consent decree which last month ended the government's patent monopoly suit against RCA is likely to have far-reaching effects.

But, important as it is, it isn't going to have the immediate impact which some newspaper reports have hinted at.

For one thing, few people in the industry agree with printed stories that the creation of a color patent pool will stimulate sales of color sets. These experts point out that manufacturing and merchandising headaches—and not patent troubles—are behind color's current problems. They

can't see that a royalty-free patent pool (as authorized in the decree) will have much immediate effect.

Nor is the provision that existing non-color patents must be offered royalty-free as revolutionary as it would have been a year ago. For over a year now (since settlement of suit against it by Zenith) RCA has given most licensees royalty-free use of its TV patents. The decree now requires that RCA license (on a royalty-free basis) all "radio purpose" patents in effect as of October 28, 1958.

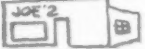

This is a far-reaching provision—but in effect it does little but confirm a year-old pattern.

Even so, the consent decree (and RCA's plea of nolo contendere and the subsequent fine of \$100,000 on the accompanying criminal suit) are milestones in industry history. The long term effects are almost impossible to calculate at this time. Right now, a major source of speculation centers on whether other firms will attempt to follow Zenith's lead and recover past royalties from RCA, using the current decision as ammunition in such a suit.



The entire stereo industry is scrambling madly right now to come up with basic marketing information. Merchandise jumped so quickly from drawing board to production line

Continued on page 10

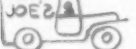

Once upon a time, a man named Joe 

started an appliance repair shop.  Joe was a good repairman, friendly,  and well liked. Soon, he had a good share of the appliance service calls in his area. In fact, business got so good, Joe had to hire additional help.

While business got busy,  profits were poor. 


Then one day, while on an electric range  service call, Joe discovered  one of the reasons. Determining

the correct replacement unit, then searching among jobbers

 to find one was taking more time  than to

actually make the repairs.  Considering time, gasoline,


oil, tires, loss of other business . . . Joe had really lost money

 on the job. Joe figured  there must

be some way to cut down all this running around for parts . . .

so he could make a decent profit repairing ranges.

Joe was right. Chromalox  had the answer, all

in one small package,  and Joe bought it. Now he

completes range repairs on his first call.

In a space less than 2 cubic feet, Joe now carries right

in his truck  everything he needs to replace any

standard range surface unit. And his whole Chromalox

"truck" inventory (5 replacement elements and 7 adaptor

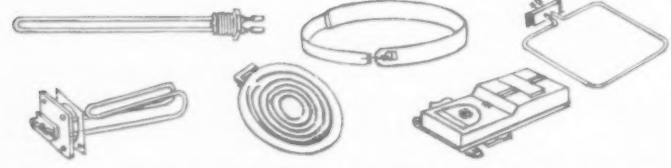
rings) cost Joe less than \$50.

How about you? Got a hole in the dike? Why not talk

with Joe* and find out how Chromalox saves him money on range

service calls. And not just with surface units. Chromalox has a

complete line for electric range and water heater replacement calls:




Surface and bake elements for ranges . . . flange and screw-

plug immersion elements and wrap-around elements for water

heaters . . . plus water heater thermostats. Joe makes a tidy

profit with all these. So can you!

*In the event Joe is out on another profitable service call . . . call your Chromalox Distributor.  Or . . . write Edwin L. Wiegand Company.



CHROMALOX
Electric Heat
INDUSTRIAL • COMMERCIAL • RESIDENTIAL
EDWIN L. WIEGAND COMPANY
7525 Thomas Boulevard • Pittsburgh 8, Pa.

trends

CONTINUED

that marketing men admit that they're still confused about merchandising stereo. So far, few definite conclusions have been drawn but there is one question on which almost everyone now seems to agree: you've got to have a one-piece unit in your line.

Proof of the pudding can be seen from the fact that a number of firms which have so far shown only two-piece units are now embarking on crash programs to add one-piece units. They offer two reasons: many dealers say that they don't have room on their floor to display or demonstrate a two-piece unit—and most women seem to balk at adding a second piece of furniture just to get stereo. Even the staunchest advocates of two-piece stereo admit that they must either (1) find some quick way to overcome this dealer-consumer objection or (2) add a one piece unit in a hurry.

Women—at least those attending McCall's second annual Better Living Congress in Washington recently—don't want the builder to put appliances in their new house.

The reasons: they prefer to spend their housing dollar for more living space rather than for equipment. More important, they like to choose their own appliances. They think it's possible to get a more functional kitchen and laundry if they make the choice themselves.

The ladies have definite ideas of which appliances they will buy next. Dishwashers ranked first, then ovens, followed by counter-top cooking units and refrigerators.

Electric ranges and water heaters are due to get the same promotional medicine that has worked so well for the dishwasher industry.

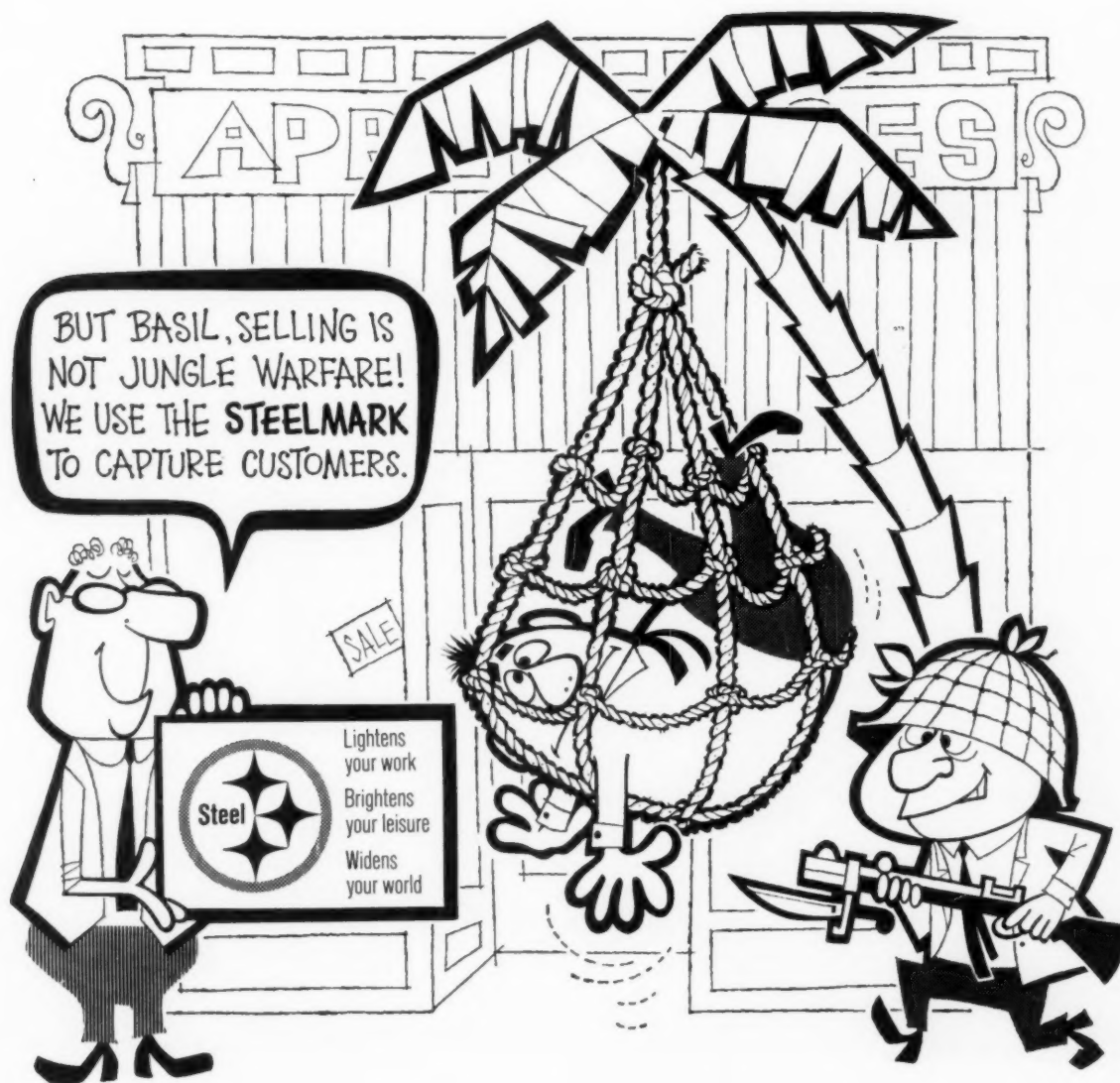
All three products are covered in a new NEMA-sponsored promotional drive which, like dishwasher promotions in previous years, will center around enlisting utility support for local level promotion. Each program will also tie-in with Live Better Electrically activities as well as with EEI's new National Electrical Living Program. *End*

"Electricity Builds Jobs"

That's the central theme of next year's National Electrical Week which will be celebrated from February 8-14.

N. E. W. has always served as an "umbrella activity" for all branches of the electrical industry, providing a springboard for educational public relations and promotional programs. Addition of the "job building" theme this year will make it possible for N. E. W. activities to also focus attention on the contributions of electricity and the electrical industry to the economy.

Already, 50 national advertisers have indicated their intention of participating in the 1959 Week and over 250 community committees have been formed to carry out local programs. About 4500 planning guides and promotional kits have already been mailed. Extras may be obtained at \$1 each from the N. E. W. committee, 290 Madison Avenue, New York 17, N. Y.

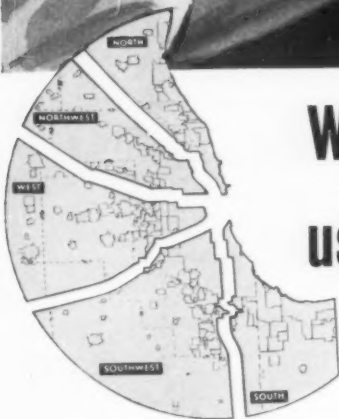


Selling may not be jungle warfare, but sometimes it sure seems like *some* kind of warfare! Today, you have to hit the consumer hard—and often—with a really booming message. And *that*, U. S. Steel is helping you do! U. S. Steel's Steelmark Program is an all-out, sell-packed, year-round advertising and merchandising attack on the American consumer. It reaches 47 million people every month of the year with full-color, two-page spreads in SATURDAY EVENING POST and TIME

and commercials on U. S. STEEL HOUR Network Television. This kind of impact makes consumers *want* products of steel that are easy to use and tailored perfectly for modern living. It prompts them to look for stores and the products that display the Steelmark. Get them to your store! Tie-in! Send for free Steelmark displays, merchandise tags and service banners today! Steelmark Program, United States Steel, Pittsburgh 30, Pennsylvania. USS is a registered trademark

OVER 12,000 RETAILERS ARE NOW SELLING WITH THE STEELMARK! HAVE YOU SENT FOR YOUR FREE KIT?





Where advertising control is essential... use the Chicago Tribune Selective Area Plan

Selective Area selling can produce more volume for you in Chicago—but only the Tribune has the tremendous sales power needed to make it work.

In Metropolitan Chicago, the Tribune reaches 956,000 families Sunday; 707,000 families daily. That's hundreds of thousands more families than are reached by any other Chicago newspaper.

Loosely-guided sales promotion seldom makes a dent in the competitive Chicago market. That's why most manufacturers and distributors channel their sales efforts with Selective Area advertising.

This tested Tribune sales plan enables them to retain complete control of the advertising. Yet each dealer receives strong selling support where he needs it most.

Here's how you can profit by Selective Area advertising in the Chicago Tribune.

Every Sunday, the Tribune's circulation in the city and suburbs is split into the five zones shown on the map. Every Thursday, it is split into three zones.

You line up your leading dealers in each zone. Then you can run the same advertising in all sections of the Tribune with a different dealer listing in each zone. Dealers strongly approve of this common-sense sales plan. They've seen it work time and time again to produce extra sales for them.

To be BIG in Chicago, be BIG in the Tribune!

Chicago
R. C. Tower
1314 Tribune Tower
Superior 7-0100

New York City
E. P. Struhsacker
220 E. 42nd St.
Murray Hill 2-3033

Detroit
W. E. Bates
1263 Penobscot Bldg.
Woodward 2-8422

San Francisco
Fitzpatrick Associates
155 Montgomery St.
Garfield 1-7946

Los Angeles
Fitzpatrick Associates
3460 Wilshire Blvd.
Dunkirk 5-3557

trends

REGION BY REGION

THE EAST



By John A. Richards

Optimism sparks year-end promoting . . . Laundry and TV among product big guns . . . Gifts and traffics shine . . . Action in stereo

Red ribbons, tinsel, silvered pine cones, and gift-wrapped packages decorated the East last month.

It signalled the appliance-TV dealer's unblushing optimism. And in most areas they had good reason for this optimism. The buying public was in a festive, buying mood. Unemployment pockets had largely evaporated and the recession psychology had been soundly tromped on.

Promotions loomed as the big determinants. Whether in Bangor or Baltimore, every dealer had the Give Better Electrically campaign to capitalize on. Or he could dream up one of his own. One Kress outlet set Fifth Avenue ablaze with a daring electric blanket promotion in mid-November, determined to "sell a carload" by Christmas. It set up a furor of activity among Manhattan, Brooklyn, and Long Island dealers to come up with a promotional item just as hot.

In Buffalo it was a 36-hour radio promotion; in York, Pa. it was an inventory clearance sale; in New York City it was a 3-day, chain-wide event; and in Baltimore it was either an anniversary or a warehouse sale. All aimed at increased volume. Some got the volume, some didn't. In Poughkeepsie, Brooklyn, Albany, and Rochester, Election Day sales were so-so. But Veterans Day was a different story for dealers in Freeport and East Northport, Long Island, Wilkes-Barre and Allentown, Pa., and in Binghamton and Buffalo. "Business is really on the upswing,"

commented one successful dealer in Buffalo. "It looks like a big Christmas."

In major items, laundry, hi-fi, and TV were setting the pace.

For the most part, hi-fi meant stereo. In rapid succession stereo shows took the November limelight in such widely scattered areas as Washington, New York, Reading and Binghamton.

For the most part, too, most dealers were still straddling the one-piece versus two-piece stereo controversy. More than one metropolitan New Jersey dealer, loaded with two-piece inventory, found one-piece units selling faster than two-piece. In New York, Baltimore, Washington and Philadelphia, big volume dealers were gravitating more and more to one-piece jobs.

But whether in the environs of Boston or Baltimore or Buffalo, dealers looked to stereo—along with electric housewares, portable and transistor radios, TV, and giftwares of all kinds—to rocket year-end sales to abnormal proportions. Most dealers needed that stiff lift to make up for sags that have hit them in the earlier months of the year.

THE MID-WEST



By Ken Warner

Prices take a new tone all over . . . Freezers are surprising many . . . Stereo sings fine songs . . . And Christmas looks good.

THERE is definite evidence that margins are increasing across the board in the Midwest. In Chicago's low-margin outlets as well as in Indiana small towns, there's a bigger dollar in a major appliance sale than there has been for too long a time. In the twin cities of Minnesota, and in northern rural markets, the same welcome phenomenon has appeared.

Of course, in metropolitan areas, the increases still put the total price at a point a small-towner wouldn't accept, but the dollars are really there just the same. For just one example, a Chicago outlet is getting \$120 for a \$139 small stereo rig; \$360 for a freezer quoted at \$340 earlier; and \$575 for a list \$695 color set. These are a long way from the ten and twenty dollar deals common for months and months and months.

In Chicago, distributors are struggling to get merchandise, with many in a back-order position. One distributor is selling so well he's a little worried about January business.

Most of the credit for the firmer prices goes, in dealer opinions, to the inventory situation. There just isn't that much merchandise around.

Food plan or no food plan, freezers have continued to move wherever the price was right. In a grand opening north of Chicago, a dealer got his eyes opened with five freezer deals in one day. Chicago neighborhooders find themselves moving freezers at a two or three per week clip; and rural dealers, many accustomed to regular freezer business, find they have kept right on moving, much later than usual.

Stereo is the other star performer, and the pace is expected to step up in December. Some dealers like the low-end, and are concentrating on it, but most are selling the high end. A Minnesotan hasn't made a deal in his small town under \$450, and he moved ten or 12 sets in November and late October. TV is the staple now, and sales are good, but not overwhelming; stereo is getting the big play.

Color TV, on the heels of some very attractive deals, is showing new strength. Most dealers are apparently taking color sets in stride picking up the big tickets when the chance offers, doing all the promoting their co-op will let them, and doing plenty of switching to black and white, too.

The prospects for a booming December are good by several yardsticks. Some dealers feel that the spotty traffic in November indicates that the post-Thanksgiving rush will be a big one and many are building their advertising programs in that direction.

Continued on page 16

Deluxe Features...

Sold only through wholesalers
on a selective basis



for 1959

7 Promotional Models

no other mowers with so many
BIG SALES FEATURES
... yet so low priced!

New STOR-MOWER HANDLE

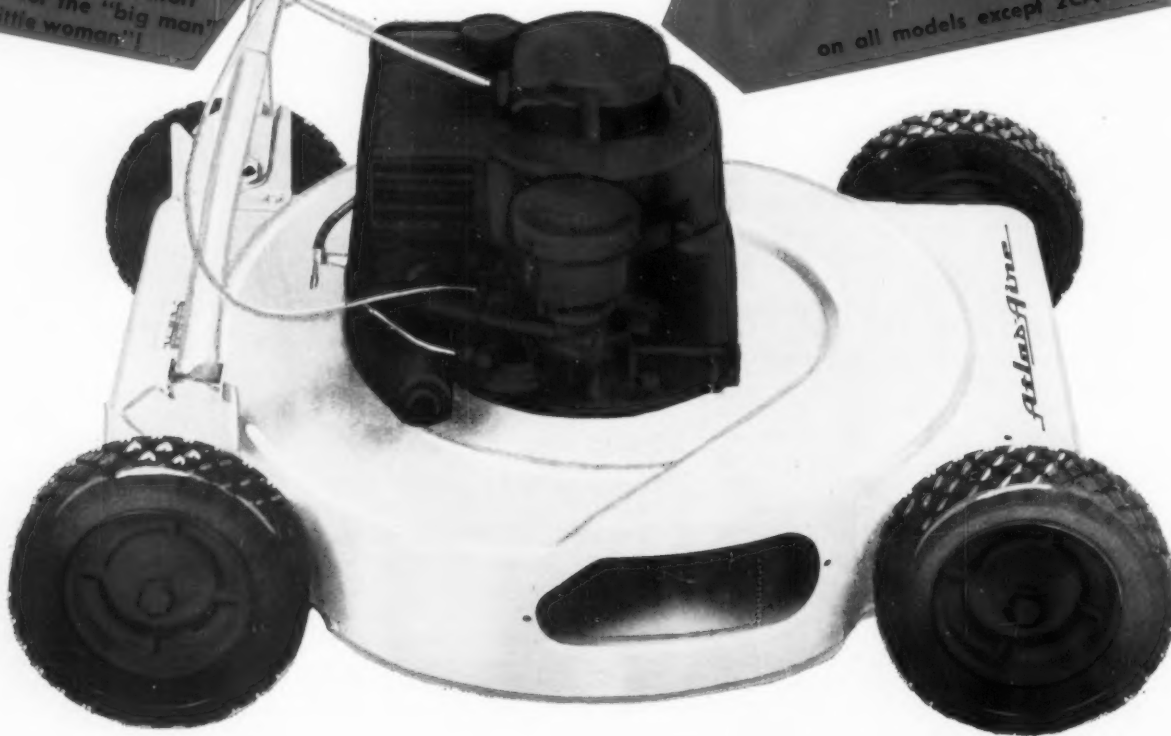
stands upright for
easier storage ...
FITS IN ANY CORNER!

New HI-LO ADJUSTMENT

raises or lowers handle a
full 5" ... a big comfort
feature for the "big man"
and "little woman!"

BRIGGS & STRATTON ENGINE

on all models except 2CA



.. COMPETITIVE PRICES



4 cycle, 3 H.P. BRIGGS & STRATTON engine, Choke-A-Matic control, remote rewind starter.

Housing: 22" diameter; 14-gauge steel; dual ports with metal port covers • **Blade:** 21" pitched steel • **Cutting Height:** 1 1/2" to 3 1/2"; five settings • **Trimming Edge:** 1/2" • **Wheels:** 8" diameter; all-steel rims • **Tires:** Semi-pneumatic; 8 x 1.75 Diamond Tread • **Handle:** Stor-Mower feature—stands upright for storage; HI-LO feature—two position, 5" height adjustment • **Color:** Corona tan with red trim enamel baked-on over phosphate primer. • **Net Weight:** 58 lbs. • **Approximate Shipping Weight:** 65 lbs. in single carton.



4 cycle, 2 1/2 H.P. BRIGGS & STRATTON engine, hand throttle, rewind starter.

Housing: 22" diameter; 14-gauge steel; dual ports with metal port covers • **Blade:** 21" pitched steel • **Cutting Height:** 1 1/2" to 3 1/2"; five settings • **Trimming Edge:** 1/2" • **Wheels:** 8" diameter; all-steel rims • **Tires:** Semi-pneumatic; 8 x 1.75 Diamond Tread • **Handle:** Stor-Mower feature—stands upright for storage; HI-LO feature—two position, 5" height adjustment • **Color:** Corona tan with red trim enamel baked-on over phosphate primer • **Net Weight:** 57 lbs. • **Approximate Shipping Weight:** 64 lbs. in single carton.

.... FAST TURNOVER



4 cycle, 2 H.P. BRIGGS & STRATTON engine, Choke-A-Matic control, remote rewind starter.

Housing: 20" diameter; 16-gauge steel; single port with metal port cover • **Blade:** 19" pitched steel • **Cutting Height:** Three settings, 1 1/4", 1 7/8", 2 1/2" • **Trimming Edge:** 1/2" • **Wheels:** 6" diameter; all-steel rims • **Tires:** Semi-pneumatic; 6 x 1.50 Diamond Tread • **Handle:** Stor-Mower feature—stands upright for storage; HI-LO feature—two position, 5" height adjustment • **Color:** Corona tan with red trim enamel baked-on over phosphate primer • **Net Weight:** 44 lbs. • **Approximate Shipping Weight:** 49 lbs. in single carton.



4 cycle, 2 H.P. BRIGGS & STRATTON engine; rewind starter.

Housing: 20" diameter; 16-gauge steel; single port with metal port cover • **Blade:** 19" pitched steel • **Cutting Height:** Three settings, 1 1/4", 1 7/8", 2 1/2" • **Trimming Edge:** 1/2" • **Wheels:** 6" diameter; all-steel rims • **Tires:** Semi-pneumatic; 6 x 1.50 Diamond Tread • **Handle:** Stor-Mower feature—stands upright for storage; HI-LO feature—two position, 5" height adjustment • **Color:** Corona tan with red trim enamel baked-on over phosphate primer • **Net Weight:** 43 lbs. • **Approximate Shipping Weight:** 48 lbs. in single carton.

.... FULL MARGINS!



2 cycle, 2 H.P. Clinton engine; rope starter.

Housing: 20" diameter, 16-gauge steel; single port with metal port cover • **Blade:** 19" pitched steel • **Cutting Height:** Three settings, 1 1/4", 1 7/8", 2 1/2" • **Trimming Edge:** 1/2" • **Wheels:** 6" diameter; all-steel rims • **Tires:** Semi-pneumatic; 6 x 1.50 Diamond Tread • **Handle:** Stor-Mower feature—stands upright for storage; HI-LO feature—two position, 5" height adjustment • **Color:** Corona tan with red trim enamel baked-on over phosphate primer • **Net Weight:** 39 lbs. • **Approximate Shipping Weight:** 44 lbs. in single carton.



4 cycle, 3 H.P. BRIGGS & STRATTON engine. Choke-A-Matic control, remote rewind starter.

Housing: 22" dia.; 14-gauge steel; dual ports with metal covers • **Blade:** 21" pitched steel • **Cutting Height:** Three settings, 1 3/8", 2", 2 5/8" • **Trimming Edge:** 1/2" • **Wheels:** 8" dia.; all-steel rims • **Tires:** Semi-pneumatic; 8 x 1.75 Diamond Tread • **Handle:** Stor-Mower feature—stands upright for storage; HI-LO feature—two position, 5" height adjustment • **Self-Propelled:** Friction drive to ball-bearing rear wheels; push up on handle to engage self-propelled; push down to disengage; handle weighted to stay down when disengaged; can be locked out of self-propelled for normal push mowing • **Color:** Corona tan with red trim enamel baked-on over phosphate primer • **Net Wt.:** 65 lbs. • **Approx. Shipping Wt.:** 73 lbs. in single carton.

HURRY! SEND TODAY!



4 cycle 3 H.P. Briggs & Stratton Engine. Choke-A-Matic control, remote rewind starter.

Housing: 14-gauge steel 25" diameter deck; front chute with metal cover • **Blade:** 24" pitched steel • **Cutting Height:** Three settings, 1 3/4", 2 1/2", 3 1/4" • **Trimming Edge:** 1/2" • **Wheels:** 8" diameter all steel rims • **Tires:** Semi-pneumatic; 8 x 1.75 Diamond Tread • **Handle:** Stor-Mower feature—stands upright for storage; HI-Lo feature—two position, 5" height adjustment • **Color:** Corona tan with red trim enamel baked-on over phosphate primer • **Net Weight:** 68 lbs. • **Approximate Shipping Weight:** 75 lbs. in single carton.

We will rush complete free sales package. Gives all details, ordering information, costs, literature samples, sales aids, etc. Also merchandise samples available to jobbers, distributors and wholesalers on request.

Company Name _____

Address _____

City _____ Zone _____ State _____

Your Name _____

Position _____

ATLAS TOOL & MANUFACTURING CO.
 5152 Natural Bridge Blvd. • St. Louis 13, Mo.

trends

REGION BY REGION

THE SOUTH EAST

By
William McGuire



Spot shortages pop up . . . Stereo runs into some problems . . . Dealers duck holiday promotions . . . Washers sell in volume

IN spite of some continuing shortages in refrigeration, laundry and, surprisingly, ranges—and in the face of a dealer-buying pattern much too light to suit distributors—the Southeast moved toward Christmas in reasonably solid shape.

In mid-November, medium-line laundry was showing the greatest product strength, while TV, though slumping at retail, was beginning to stir at wholesale (an indication that dealers were starting their Christmas stocking.) Though soft here and there, early November business was generally good—perhaps another sign that K. Kringle was en route.

The much-heralded stereo bandwagon is hitting on one speaker here. Almost uniformly, slightly disenchanted independents were finding most consumers still unwilling to invest anything more than a few minutes of listening time in stereo, and it began to look more and more like a monaural Christmas.

The size of the ticket, the conflict between space requirements of two-piece sets and the necessarily less effective performance of self-contained units, the availability of hi-fi at alluring prices, and the slow shipments of some units appear to be building up to one chimney Santa won't be able to squeeze down this year.

Stereo co-op money was finding its way into circulation, though. While most of the ads were composites with other electronic products, straight stereo space appeared in several areas. In an interesting, if unlikely, switch from rock and roll to minuet, one of Flori-

da's wham-bam chains went strangely soft-sell for a week in a stereo promotion coinciding with "the grand opening of our tastefully decorated stereophonic high-fidelity lounges."

As retailers thus groped for the right promotional button, a price-preference pattern seemed to be emerging—\$200 to \$250, plus auxiliary speaker enclosure.

Washers worth \$200 to \$250 with trades back-boned the late October—early November business of dealers in Atlanta, Chattanooga, Charlotte, Memphis and New Orleans. Pairs were successfully promoted by a Chattanooga independent (a leader pair for \$299 created sales for a medium duo at \$375), and an Atlanta department store (five pairs, from \$279 to \$458, expensively showcased in a striking turquoise and white double-truck.)

With some exceptions, refrigeration held surprisingly strong well into November, reflecting this product's evolution toward the status of a year-round-er. Once again, free-standing ranges were bravely bringing up the rear, though with TV for company in several key cities.

No Christmas promotional barrage was in the making. Retailers and distributors alike showed both a degree of apathy and an unwillingness to begin serious planning five weeks in advance. In contrast, Tampa Electric Co. was advance planning personified, as it released details of its 13th annual Florida Electrical Exposition, slated for February 3-14, 1959.

Notable in the Southeast is a consumer trend toward buying leaders. A straw in the wind was a recent feature article in a Chattanooga paper terming lead merchandise generally good quality, and normally a much better buy than deluxe. The article advised consumers to demand that leaders be sold to them. In this attitude may lie the seed of an eventual return to legitimate price and trade-allowance advertising.

THE GREAT LAKES

Optimism mounts as sales increase steadily . . . Radio and TV pull well . . . New lines fill empty pipelines

STILL talking happy talk, the Great Lakes steamed through another month of good sales and mounting optimism.

Sales improvement in Detroit, Cleve-

land and Dayton continues. The pace is slower than the spurts recorded last month, but the steady rise in sales points to a "return to normalcy" for area dealers and distributors.

Radio and television pulled ahead for part of that sales increase. In Detroit, Crowley's increased sales were in most respects a reflection of the promotion for their special "radio, television, and hi-fi show" held last month. In Cleveland, dealers reported a very welcome 10 percent hike in sales figures for radios and television, and in Cincinnati, special promotions and new model introductions helped dealers record gains in sales figures. The slim line television models are catching on as well as expected, area retailers report.

New models are coming in, inventories are getting fat again. Pinched for promotional and regular sales items last month, dealers and distributors experienced that awful condition which arises after the old models are almost sold and before the new lines are delivered. Now, this is largely a thing of the past. Housewares are coming in strong for Christmas gift sales.

Competitive pricing brings department stores into the sales picture stronger than ever. With the demise of Fair Trade in Ohio, Cleveland department store ads shout "discount" prices, and Detroit's J. L. Hudson's feel their increasing sales are aided with their slogan, "You pay no more at Hudson's. . . . Tell us if we're wrong."

In Toledo, a Federal District Court indicted two wholesalers and eight retailers on conspiring to restrain sales and distribution last month. The indictment charged that the effect of these companies' conspiracy was to stabilize prices for G-E appliances in Toledo and to eliminate price competition among retailers. "No comment," say the defendants.

"How to get sales while modernizing your store" is an easy question for Harmon and Nielsen, Elyria dealers. People literally had to come in through the back door while they were building a new showroom and modernizing their old store next door to the new one, but the customers came in anyhow. Sales during that period were good, and when they opened their new facilities last month, Harmon and Nielsen put on a real celebration—with the works. Gifts, radio coverage, and opening day special promotions.

Christmas promotions are being staged by utilities throughout the region, with "Give Better Electrically" programs under one name or another going on in the West Penn Service Area (Cabin Hill), Kentucky Utilities (Lexington) and the Cleveland Electric Illuminating Company in Cleveland.

Continued on page 18

**FOR THE WIDEST SELECTION
OF THE MOST WANTED
APPLIANCES**



GraybaR



GRAYBAR ELECTRIC COMPANY, 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. • OFFICES IN OVER 130 PRINCIPAL CITIES

ELECTRICAL MERCHANDISING—DECEMBER, 1958

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REGION BY REGION

THE SOUTH WEST

November business sets the pace for Christmas... Interest in stereo grows... Dealers like new lines

THE jingle of the cash register is providing an added note of cheer to the holiday season as Southwestern appliance dealers report a strong upturn in sales.

With the exception of a few local situations—the threat of a major strike in a Texas coastal city, the still-depressed oil industry in some sections of Oklahoma—business was good in October, still better by mid-November.

The Dallas merchandising manager of a major department store chain commented, "Our October appliance business was little short of sensational, and November is ahead of October. We should have a very good Christmas. Our only worry now is whether we will be able to get the goods from the factory."

Shortages had begun to hamper some dealers early in November, and they reported sales were temporarily down because the factories were not able to supply new models in sufficient quantities.

A round-up of dealer comment, state by state, showed that a profitable Christmas seemed to be in the cards.

In Oklahoma City, Paul Davis Company's Neal Eldridge forecast "A good Christmas." He added, "We will feature hi-fi, stereo and portable dishwashers in special promotions. Record players and stereo are taking hold good. TV is selling well, with the top end doing best."

Modern Tire and Appliance Company in Shawnee has switched to promotional lines of table appliances to help profits, and also is using about 2,000 feet of space for toys during November and December as a traffic builder. Adds Jimmie Allen, of this Oklahoma firm, "White goods show signs of being much better this Christmas than last year, as much as 30 percent."

In Albuquerque, Melvin Ross of Griffith's Appliance Center said, "October sales were up 25 percent. Current sales are up at least 15 percent over a

year ago. Prospects look good for electric housewares for Christmas, and we will stress toasters and percolators." The New Mexico firm reported washers and dryers moving best among white goods.

Stereo and hi-fi are stirring up a lot of talk in Texas, at least in the larger cities. A spokesman for a major chain store in Dallas said, "TV is doing very well, but the biggest interest now is in hi-fi and stereo." Another major department store here which had a week-long stereophonic promotion reportedly doubled stereo sales, and also spurred TV and hi-fi sales.

The 1959 lines introduced so far, like the new cars, seem to have met enthusiastic acceptance. Almost to a man, dealers over the Southwest reported both they and their customers were well pleased with the new models. An Oklahoma dealer added, however, that while acceptance was fine, operational problems were becoming more of a headache. "Machines are too complex with too many unessential gadgets," he said. A New Mexico dealer had an unusual complaint. "Spanish people do not like the square look," he said.



THE FAR WEST

By Howard Emerson

Volume—and profits—turn upward... Hi-fi lags... Refrigeration, laundry and freezers do well

STEADILY increasing volume for appliance-TV dealers in the Far West continues to make the fourth quarter loom as the best in several years. With this volume has come profit, too—even the most chronic complainers among dealers comment "We'll make a little money this fall".

This volume is being obtained in a varying pattern from area to area. The Northwest reports the most balanced business, with refrigerators holding well; laundry business good; TV much better than 1957; and for most dealers a pleasant extra volume from an upturn in freezer sales. In Northern California, refrigeration continues good beyond the normal peak season; washers are still a mainstay but by mid-November the public was beginning to show an interest in dryers after a long year of apathy.

Hi-fi here is not yet the "blue chip" business many anticipated, but those dealers willing to merchandise are making out well. TV, in overall volume, would seem favorable, but from dealer to dealer the reports are spotty, depending much on the dealer's brand. It is obvious from these dealer reports that a couple of TV brands are "hot" for '59 regardless of previous acceptance.

In Southern California, the pricing in newspaper advertisements during November seems to indicate that dealers are leaving a much better working margin than in any month so far in '58—although the featured appliances and TV are still offered at "lowest discount prices" which are "fantastically low" and "the best value ever". Contributing to this pricing change, of course, is the general shortage of desirable 1958 merchandise combined with a shortage of some models of 1959 TV and appliances. One distributor, in mid-September, stopped taking orders for six radio models and four TV models. Some of the problems come from a difference in the public's desires and the distributors' ordering. Reports show that interest is increasing in 17-inch portables, likewise in 21-inch table models, with high-end consoles suffering except for two brands featuring cabinetry.

While a prolonged summer has kept room air conditioners operating in many homes during November afternoons, the season was generally a sad one for dealers and distributors. Chamber of Commerce weather with no early or prolonged 100-degree-plus spells left Angelenos ignoring even the severe price cuts dealers began to offer by mid-season. Only secret is whether or not there will be much dumping by distributors by year's end. Rumors are flying both ways here—but there is mounting evidence that the distributors are waiting to hear more definite news on 1959 production plans from their manufacturers.

Bright and profitable in the California market picture is the continued increase in FM set sales. Noticeable change this fall, however, is a swing toward lower-priced receivers—FM's in the \$50 bracket instead of previous \$80-\$100 range. Immediate effect of more FM radios in San Francisco and Los Angeles homes is a rising interest in stereo broadcasts. Both cities now have AM-FM stereo broadcasts on a daily schedule. This will lead many thousands toward an interest in stereo record equipment, one Oakland-Berkeley dealer is convinced. Lacking, however, in overall FM scene is any coordination of promotion by broadcasters, distributors, dealers and associations. This may change, says one Los Angeles distributor, who sees a broadcaster-distributor sponsored promotion soon

Continued on page 20

SPECIAL from General Electric

Model C401

★ Newest Decorator Colors—Antique White with Wedgwood Blue Clock Face

★ Big January-February Traffic Builder—a natural for sell-up

★ Limited Quantity—no re-orders. Call your General Electric Distributor today

Limited offer

\$19.95*



Clock-Radio

Get off to a sales-record smashing start in January with this handsome new General Electric Clock-Radio...price-tagged at a low, low \$19.95*. In the newest decorator color combination—Antique White with Wedgwood Blue clock... the best looking Clock-Radio ever offered at this low price! Backed by an expanded program of local advertising support, it can't miss bringing you step-up sales... bigger first-of-the-year volume. Quantities are limited... offer won't be repeated... call your General Electric Distributor right away!

Be sure to See the Full Line of General Electric Radios and Stereophonic Phonographs When You're in Chicago:
Furniture Show—Jan. 5-16, Rm. 1123, Merchandise Mart.
Housewares Show—Jan. 12-16, Navy Pier.



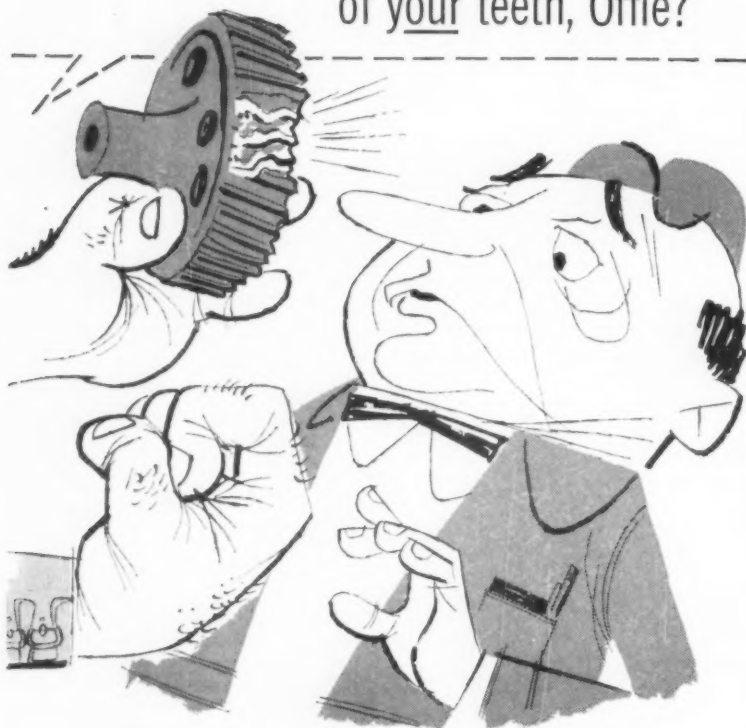
Progress Is Our Most Important Product

GENERAL  ELECTRIC

*Manufacturer's suggested retail price. Slightly higher West and South. 90-day warranty on both parts and labor. General Electric Co., Radio Receiver Dept., Bridgeport 2, Conn.

sad adventures of "OFFIE BRAND" the serviceman

How would you like to lose a few
of your teeth, Offie?



don't risk customer goodwill...
ALWAYS USE F.S.P.

Factory Specification Parts
are precision engineered for
"trouble-free" operation

You can be sure that genuine "FSP" parts will fit right and work right in an RCA WHIRLPOOL appliance because they are made to the same exacting specifications as the original part. For instance, "FSP" worm gears are machined to close tolerances for firm grip, minimizing wear. They have more contact surface, providing better oil coverage... less damaging heat friction. Why gamble? Always use an "FSP" replacement part. See your RCA WHIRLPOOL distributor or authorized parts jobber.



THEY LOOK ALIKE... BUT CAN BE SO DIFFERENT!
The imitation (right) looks real, but can lack the precision machining and overall high quality of the "FSP" gear on the left.

FSP
Factory Specification Parts for
RCA Whirlpool APPLIANCES

meet the toughest specifications in the industry

Service Division, WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks J&J and RCA authorized by trademark owner Radio Corporation of America

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CONTINUED

with the distributors picking up two-thirds of the tab.

Dealers with TV service departments, as well as independent service outfits, have taken a real beating in the Los Angeles area in recent months. Sparked by a series of newspaper articles "exposing" high prices and shady practices, and with the indictment of several TV servicers for fraud, the industry was labeled "crooks" by the public. As a result, service associations have stepped up public relations activities.

manufacturer shipment statistics

Estimated Industry Shipments of Major Electrical Appliances, Radio and Television

	1958 (Units)	1957 (Units)	% Change
DISHWASHERS.....Sept.	43,000	36,700	+17.17
9 Mos.	288,600	292,100	- 1.20
DRYERS, Clothes, Electric*.Sept.	110,008	115,126	- 4.45
9 Mos.	508,691	573,285	-11.27
Gas*.....Sept.	48,725	51,347	- 5.11
9 Mos.	221,933	252,629	-12.15
FOOD WASTE DISPOSERS..Sept.	56,200	53,500	+ 5.05
9 Mos.	435,500	397,100	+ 9.67
FREEZERS.....Sept.	121,200	79,000	+53.42
9 Mos.	835,900	745,300	+12.16
RADIOs, Home-Portable-Sept.	1,077,397	1,164,329	- 7.47
Clock (production). 9 Mos.	5,795,270	6,537,009	-11.35
RADIOs, Automobile.....Sept.	489,738	446,419	+ 9.70
(production).....9 Mos.	2,383,551	3,839,345	-37.92
TELEVISION (production)..Sept.	621,734	832,631	-25.33
9 Mos.	3,572,189	4,589,164	-22.16
RANGES, Standard.....Sept.	68,200	84,500	-19.29
9 Mos.	573,900	700,200	-18.04
Built-in.....Sept.	54,100	40,300	+34.24
9 Mos.	372,300	313,800	+18.64
REFRIGERATORS.....Sept.	294,800	265,200	+11.16
9 Mos.	2,306,400	2,627,500	-12.22
VACUUM CLEANERS.....Sept.	299,618	302,869	- 1.07
9 Mos.	2,345,346	2,372,893	- 1.16
WASHERS, Automatic &Sept.	311,848	298,875	+ 4.34
Semi-Automatic*.. 9 Mos.	1,950,552	2,131,704	- 8.50
Wringer & Spin-Sept.	111,225	93,858	+18.50
ner*.....9 Mos.	654,186	694,043	- 5.74
WASHER-DRYERSept.	19,806	20,158	- 1.75
COMBINATIONS... 9 Mos.	106,145	134,253	-20.94
WATER HEATERS, Storage..Sept.	74,000	69,800	+ 6.02
9 Mos.	611,500	587,000	+ 4.17

*Figures revised to include exports.
Sources: NEMA, AHLMA, VCMA, EIA.

DECEMBER, 1958—ELECTRICAL MERCHANDISING



Chevrolet's new El Camino combines fresh beauty with a husky pickup box that's 76 $\frac{1}{4}$ " long, 64 $\frac{1}{4}$ " wide.

THE BEST YET OF THE BEST SELLERS...

CHEVROLET TASK-FORCE 59 TRUCKS



Here's a '59 Chevrolet stake that knows how to keep costs down! It's a Series 40 model with rugged, long-lasting stake and platform construction, plus newly improved Thriftmaster 6 that boosts fuel economy by as much as 10%!

For '59, the brightest new ideas in trucks are Chevrolet's! There's the new El Camino to set a new standard in styling . . . new features and refinements in every model to set new records for saving!

Here is the soundest, savingest, sharpest looking line of haulers that ever hustled a load! For evidence, consider the dazzling new El Camino. It combines slimlined beauty with the ability to handle man-size hauling jobs!

Or take the pickups of Task-Force 59—a dozen big-bodied beauties that suit scores of jobs with five handsome Fleetside models and seven handy Step-side models!

A new edition of the famous Thriftmaster 6, standard in light-duty models, gives up to 10% greater fuel economy—up to 20% with new maximum economy option*. And in the medium- and heavy-duty classes, you'll find new V8 power . . . axles, transmissions, frames and brakes that are refined and improved to whip the toughest runs.

Whether your truck is a light-, medium-, or heavy-duty job, these are trucks you've got to see! They're on display right now at your Chevy dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*

NEW MIGHT, NEW MODELS, NEW MONEY-SAVING POWER!

CHEVROLET

how's business?

Here's the answer for 26 key markets which embrace over 17% of the U.S. buying public. Based on flash reports from leading utilities, this chart provides you with the most authentic, up-to-the-minute index of retail sales yet available. It's another **ELECTRICAL MERCHANDISING** exclusive.

September figures: 00 Year to date figures: 00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish-washers	Room Air Conditioners	TV
% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57	% Change '58 vs. '57
IN THE EAST									
United Illuminating Co.	- 8	+27	+11	+37	+ 8	+33	+83	**	-10
	-18	+46	-15	+15	- 7	**	**	-25	- 9
N. Y. State Electric & Gas Corp.	- 1	+20	+15	- 5	+ 4	+ 7	*	- 4	*
	-10	- 1	- 7	-15	- 9	-10	*	-47	*
Jersey Central Power & Light Co.	+18	+ 9	- 2	-18	+ 3	+40	+22	**	+51
	+ 9	+47	-15	-14	+ 8	+16	+20	- 6	+20
New Jersey Power & Light Co.	- 2	+90	+ 3	+70	+32	+139	+29	-79	*
	-11	+24	- 2	+48	- 4	+18	+19	-41	*
Philadelphia Electrical Assn.	+ 6	+25	-29	-12	- 1	+16	+25	**	+31
	-15	+ 2	-18	-21	-11	- 6	-13	- 8	- 6
Pennsylvania Electric Co.	-11	+ 8	-14	- 8	-14	-18	- 7	-53	- 3
	-21	- 4	-28	- 4	-20	-14	- 8	-44	-14
West Penn Power Co.	+ 8	+42	+ 7	- 9	+ 7	- 3	+22	- 5	+ 7
	-16	+23	-16	-12	-10	- 3	- 8	-20	-10
IN THE MIDWEST									
Dayton Power & Light Co.	-10	+ 6	-13	-34	-16	-15	- 2	+ 2	-15
	-20	+30	-13	-16	- 9	- 1	-31	-33	-15
Commonwealth Edison Co.	*	+10	-23	- 8	*	-12	+ 7	+30	*
	*	+13	-10	- 4	*	-10	- 6	-47	*
Kansas Gas & Electric Co.	- 1	- 9	-21	+50	-14	- 3	+36	- 6	- 8
	-11	+18	- 8	+73	-18	- 5	+ 8	-11	- 9
Nebraska-Iowa Electrical Council	- 1	+70	+11	+91	+22	+38	+13	-22	-14
	-16	+35	+ 3	+41	- 5	+ 6	-36	-34	-14
IN THE SOUTH									
Kentucky Utilities Co.	-16	+24	+ 1	+36	- 9	- 8	+15	+146	-20
	-12	+24	- 7	+ 8	- 3	+11	+ 6	- 7	-11
Chattanooga Electric Power Bd.	-20	-24	+ 3	+16	+ 1	-30	-71	+184	+19
	-28	+10	-18	+20	-10	- 4	-40	-12	-10
Nashville Electric Service	+34	+10	**	+ 2	*	-19	*	*	*
	- 2	+22	- 1	- 7	*	- 2	*	*	*
Florida Power Corp.	+42	-14	+70	+35	+ 1	- 6	+38	+96	+17
	+29	- 1	+62	+38	+ 8	- 2	- 2	+19	+18
Florida Power & Light Co.	-15	+ 6	+96	- 1	-15	-25	+18	+35	-10
	-31	-10	-31	+ 1	-20	-20	-42	+17	- 8
Tampa Electric Co.	+ 1	+11	+32	+60	- 2	-13	+171	+64	-19
	- 4	+33	+11	+21	-10	+13	+15	+31	-16
IN THE SOUTHWEST									
Dallas Power & Light Co.	+19	+42	+13	**	-12	+12	+35	+88	-20
	+ 2	+12	- 2	+17	+ 3	+ 4	+13	-24	-19
Southwestern Electric Power Co.	+13	+28	+46	+39	- 8	+57	+ 2	+48	-23
	- 7	+33	+11	- 4	-14	+ 5	+ 9	+ 7	-25
New Orleans Public Service, Inc.	+ 3	+16	+16	*	- 4	-40	+24	+ 5	-19
	-12	- 6	+19	*	-19	-48	+34	+ 5	-20
Gulf States Utilities Co.	*	*	+58	+225	*	+211	*	*	*
	*	*	+18	+35	*	+11	*	*	*
IN THE WEST									
Appliance Merchandisers Assn.	+78	+106	+274	+276	+57	+80	+473	+ 3	+50
	+11	- 1	+85	+125	+23	+ 9	- 8	-16	- 3
Idaho Power Co.	**	-12	+ 5	- 2	- 3	+ 4	*	*	*
	+ 8	+ 5	+ 2	**	+ 4	- 5	*	*	*
Pacific Gas & Electric Co.	+10	+24	+ 1	-39	+11	+ 5	**	+85	+ 1
	- 2	+23	+ 5	**	- 4	**	+ 4	- 5	- 3
Pacific Power & Light Co.	+14	+22	**	+35	+13	+12	+68	+70	- 8
	+14	+18	-17	- 6	-14	-17	+12	+73	-15
Washington Water Power Co.	+ 1	- 4	+14	- 3	+10	+ 8	+23	+200	+ 2
	- 4	+ 1	-10	-19	-11	-14	-11	+95	-22
NATIONAL									
September	+ 5	+17	+11	+ 5	+ 1	+ 4	+19	+39	+ 3
Year to date	- 9	+14	- 7	+ 4	- 9	- 5	- 4	-10	- 9

* Not Available ** Change of less than 1/2 of 1%

YOU JUST DON'T PULL QUALITY OUT OF A HAT



You can't pull quality out of a hat! Quality is not a "sleight of hand" trick . . . it is more than a claim! Zenith's unique Quality Assurance Division is just one of many examples of Zenith's determination to maintain the highest possible quality standards.

Paying attention to the details—checking and double-checking consumer products—this goes on day after day at Zenith just to make sure there is no "sleight of hand" about Zenith quality!

In addition to Zenith's famed Quality Control Department, which is responsible for thorough checking and control of quality throughout production, there is a unique division at Zenith that started many years ago.

It is Zenith's Quality Assurance Division that virtually provides a personal or "consumer test" under the supervision of Zenith's top management. This enables Zenith to make an independent type of audit on quality.

Zenith's Quality Assurance Division was set up to formulate and guide a complete quality program from supplier to finished product. This unique division has the authority to halt production at any time if quality is judged below Zenith's standards.

Some may think that Zenith's Quality Assurance Division is a duplication of other rigid quality controls, but at Zenith the guidance of a complete quality program by Quality Assurance is a way of life—another indication of Zenith's determination to maintain the highest quality standards and to make sure that at Zenith "the quality goes in before the name goes on."



Zenith Radio Corporation, Chicago 39, Illinois



**THE QUALITY GOES IN
BEFORE THE NAME GOES ON**

40 years of leadership in radionics exclusively. The Royalty of television, stereophonic high fidelity, phonographs, radios and hearing aids.

Investment Tip...



BE *Sure* with



**WIRES • CABLES
CORD SETS**

Why speculate?

Invest in the BEST, the BLUE CHIP
Wires and Cord Sets that insure
better performance... LONGER.

Buy CORNISH
... a gilt-edged investment!



Complete Stocks

carried for your convenience at

ATLANTA BOSTON CHARLOTTE
CHICAGO CINCINNATI DALLAS
DETROIT LOS ANGELES MINNEAPOLIS
PHILADELPHIA ROCHESTER ST. LOUIS
SAN FRANCISCO SEATTLE

"MADE BY ENGINEERS FOR ENGINEERS"



CORNISH WIRE COMPANY, INC.

50 Church Street

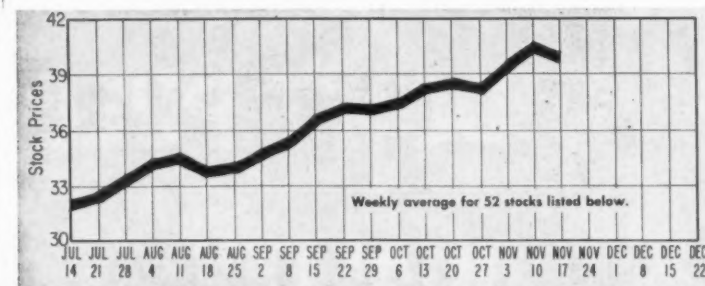
New York 7, N. Y.

Creators and Manufacturers of
CORDS AND CORD SETS FOR HOME, FARM AND INDUSTRY

taking stock:

A quick look at the way
in which the stocks of 52 key firms within the industry behaved dur-
ing the past month. This unique summary is another exclusive ser-
vice for readers of ELECTRICAL MERCHANDISING.

How The Industry Behaved Week By Week



STOCK AND DIVIDENDS IN DOLLARS	1958		CLOSE OCT. 16	CLOSE NOV. 17	NET CHANGE
	HIGH	LOW			
NEW YORK STOCK EXCHANGE					
Admiral Corp.	16½	7	13½	16	+ 2½
American Motors	36½	8	25½	31¾	+ 6¼
Arvin Ind. 1E	29½	23½	28¼	26½	- 2½
Avco Mfg. .40	10	5½	8½	9½	+ 1
Black & Decker 2	59½	36	55½	55½	+ ½
Borg Warner 2	38½	25½	34½	36½	+ 1½
Bulova .80E	14	9½	13	12½	- ½
Carrier 2E	43½	32½	40½	40½	+ ½
Chrysler 1½E XD	59½	44	55½	53½	- 1¾
Colgate Palm. 3A	88	48	74½	84½	+10¼
Decca Records 1	19½	13½	17	17½	+ ½
Emerson El. 1.60	52½	29	45½	51½	+ 5½
Emerson Radio ¾T	12½	4½	8½	11½	+ 2½
Fedders Quig. 1	14½	11½	13½	14½	+ ¾
Firestone 2.60B	120¼	82¾	103½	119	+15½
General Electric 2	70½	57	67	70	+ 3
General Motors 2	52	33¾	48¾	49½	+ ¾
Hoffman Electric 1	37½	21	29	36½	+ 7¾
Hupp Corp.	6¼	2½	5	5¼	+ ¼
Magnavox 1½B	48½	30¾	39	48½	+ 9¾
Maytag 2.40	49½	23¼	45½	48¼	+ 2¾
McGraw-Edison 1.40	41½	31½	39½	37½	- 2½
Mpl. Honeywell 1.60A XD	111	76	97	109	+12
Minn. Mining & Mfg. 1.20	104	73½	94	102¼	+ 8¼
Montgomery Ward 2A	42½	28	39½	42	+ 2½
Motor Wheel .70E	18½	12½	15½	17	+ 1¼
Motorola 1½	53½	35	47½	52¼	+ 4¾
Murray ½P	32½	19½	28½	29	+ ½
Philco	24½	12½	22½	23	+ ¾
Proctor & Gamble 2	76	55	69½	75¾	+ 6½
R.C.A. 1A	42½	30¼	40	40¾	+ ¾
Raytheon 1¼T	57¼	21½	50½	53	+ 2½
Rheem Mfg. .10E	16½	10½	14½	15½	+ 1½
Ronson .45E	11¼	7½	9	10½	+ 1¾
Schick .20P	14½	8½	13	13	—
Scovill Mfg. ¾P	28¼	19	25	24	- 1
Sears Roebuck 1A	36½	25	33½	36¼	+ 3½
Servel	11	4¼	7½	10¼	+ 2¾
Smith (A.O.) 1.60B	43½	25¾	36½	42½	+ 6¼
Square D 1B	28½	20½	25¾	28½	+ 2¾
Sunbeam 1.40A	58	39½	53¼	58	+ 4¾
Sylvania El. Pd. 2	57½	31½	44½	55½	+11
Welbilt	3½	1¾	3	2½	- ½
Westinghouse 2	69½	55½	66½	67½	+ 1¾
Whirlpool 1	28½	16½	27½	26½	- ¾
White Sewing	8½	4½	7½	7½	+ ¼
Zenith Rad. 1H	144½	67½	123¾	143¼	+19½
AMERICAN STOCK EXCHANGE					
Du Mont Lab.	5½	3	4½	5	+ ¾
Eureka Corp.	¾	½	¼	¼	—
Muntz TV	1¼	¾	1¾	1¾	+ ½
Singer Mfg. 2.20	43½	32½	40½	39½	- 1½
Skiatron	7¾	3½	6½	5½	- ¾

A—Also extra or extras. B—Annual rate plus stock dividend. E—Declared or paid so far for this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. H—Declared or paid after stock dividend or split-up. P—Paid this year, dividend omitted, deferred or no action taken at last dividend meeting. XD—Extra Dividend.

THE
SHAPE



OF
TOMORROW



*Lucille Ball and Desi Arnaz—stars of the
New Westinghouse Lucille Ball-Desi Arnaz
Show and Desilu Playhouse, Mondays—
CBS Television Network.*

WESTINGHOUSE GIVES YOU MORE!

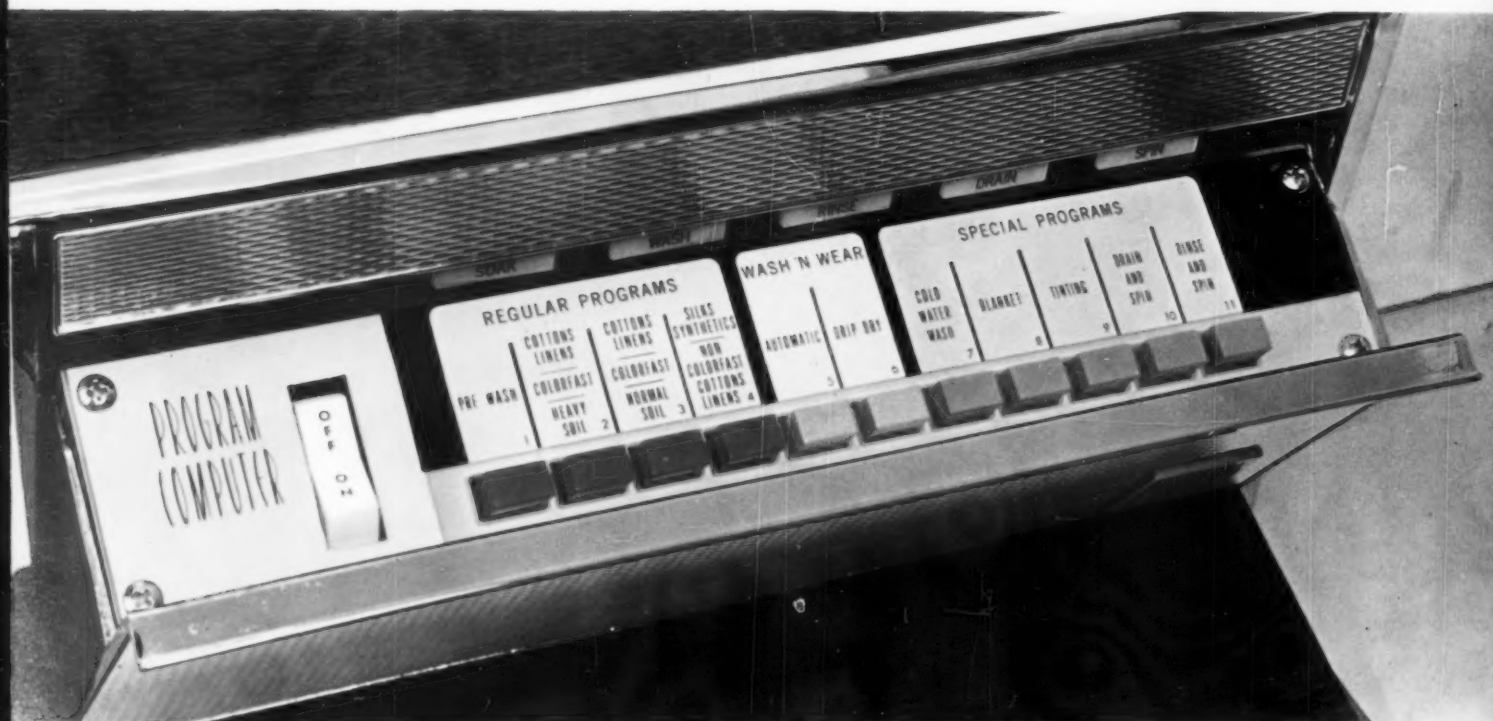
- *A great new line for '59!*
- *America's top TV team
to help you sell it!*
- *Powerful Advertising and
promotion support!*

SHAPE OF TOMORROW BRINGS

*New Westinghouse
Refrigerators with handsome
streamline styling*

KEEP HAMBURGER STORE-FRESH SEVEN DAYS WITHOUT FREEZING!

*Revolutionary Cold Injector
with 7-DAY FRESHNESS
for all foods gives you
more to sell!*



WESTINGHOUSE AUTOMATIC HOME LAUNDRIES

with new **Program Computers** that think out the right washing program for each fabric—automatically!

Now offer laundry equipment that has separate programs for: Heavily-soiled clothes • Cottons, linens—color-fast • Cottons, linens—noncolor-fast • Silks and synthetics • Drip-dry and wash-and-wear • Tinting • Starching • Blankets

Easy to demonstrate—easy to sell because the user does less, yet the machine does more—automatically.

NOW—LOOK INSIDE

GS

YOU FEATURE AFTER FEATURE!



*Exclusive! New Westinghouse
Serv-Temp Roast Guard*
**KEEPS MEAT HOT, JUICY
DONE EXACTLY TO TASTE**

*Never again a ruined roast
even though dinner's delayed
for hours.*

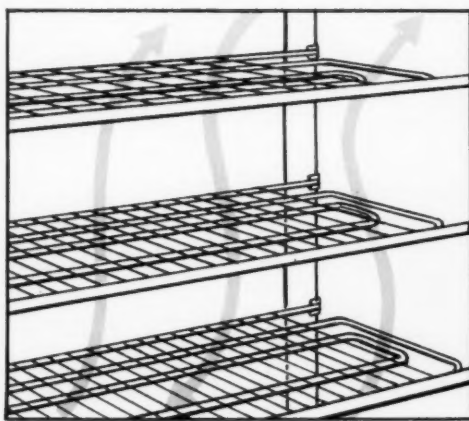
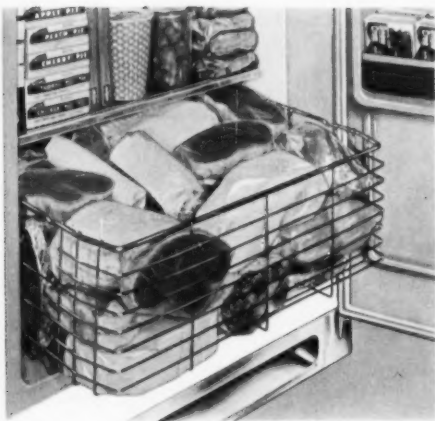


New Westinghouse Imperial
ROLL ABOUT DISHWASHERS

Made to move into your customers homes . . . a new "Wonder on Wheels" that does the whole job better.

Only Portable Dishwasher with the *Hot Water Booster* . . . rolls anywhere on special ball-bearing wheels, on rugs, over door sills.

ROLL ABOUT needs no plumbing or installation, stores anywhere . . . only 23" wide. Power-Temp Drying quickly dries service for six plus pots or pans, or service for 10, for spotless results.



New Westinghouse Upright Freezer Gives
BETTER FREEZING . . . MORE CONVENIENCE

ROLL-OUT BASKET stores bulky items. Ideal for large poultry, roasts and odd-shaped packages. Basket rolls out at a touch —on smooth-running, noiseless nylon rollers.

AIR-SWEEP SHELVES mean packages remove more easily and cold is circulated better. Foods can be quick-frozen in any compartment. And packages don't stick!

HANDY TILT-DOWN RACKS in the door let foods be taken out more easily. Give extra storage space. Can be removed entirely for easy cleaning.

WESTINGHOUSE

...a model, size, color, price to suit every



*The first home laundry
than automatic—it c*

Westinghouse 1000 Laundry Twins (left)

All you do is push a button. Exclusive Program Computers take over to think out and carry out the correct washing and drying program for every fabric.

New Live Water washing action combines the thoroughness of machine washing with the care of hand washing, to wash each piece cleaner and more safely than ever before.

Exclusive W Space-Mate

A wonderful
that washes
pounds of clo
in a single sp
May be stack
installed side
in or free-sta

HOUSE GIVING

it every family!



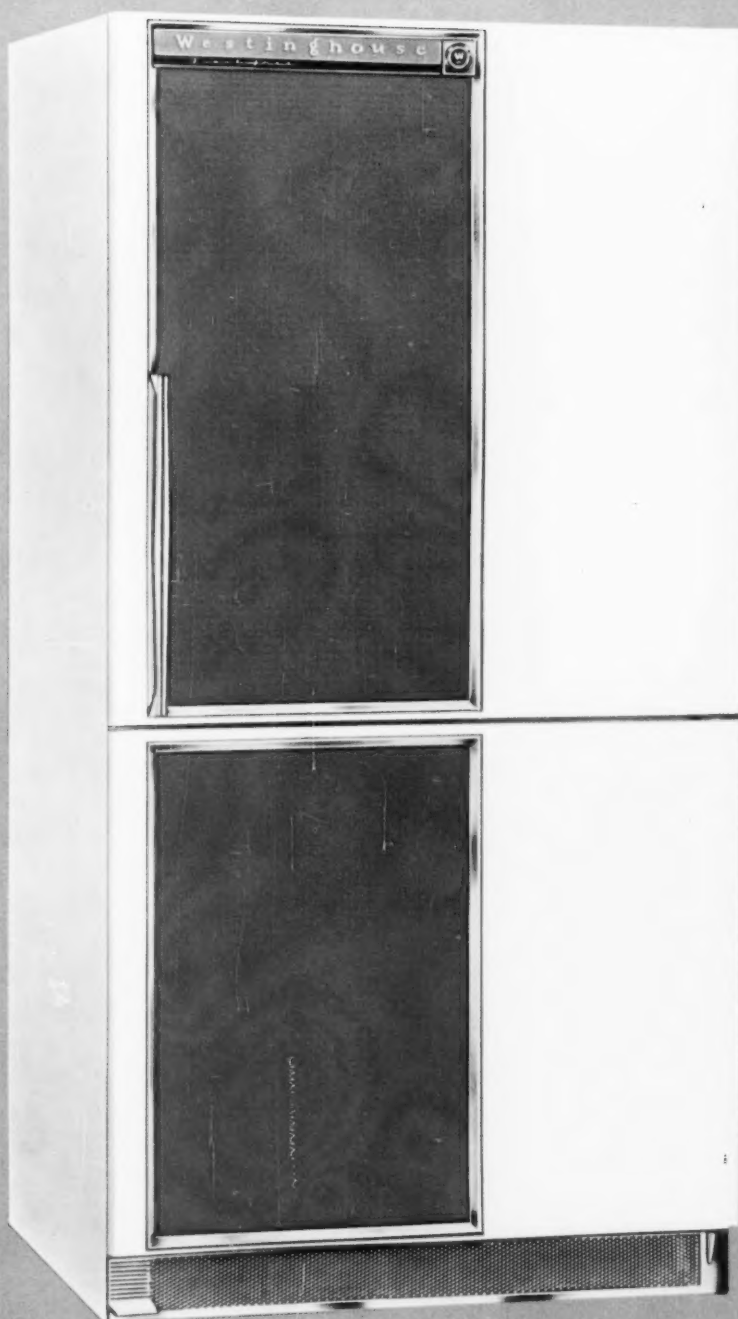
*home laundry that's more
automatic—it can think!*

**Exclusive Westinghouse
Space-Mates (above, center)**

A wonderful combination
that washes and dries 16
pounds of clothes at a time,
in a single space-saving unit.
May be stacked as shown, or
installed side-by-side—built-
in or free-standing!

**Cosmopolitan Wash 'N Dry
Combination (above, right)**

Just set the program for the
fabric you want to launder,
and the Cosmopolitan does
the rest. First it washes, then
it dries—*any* fabric, auto-
matically!



ES YOU MO



*Better freezing...
more convenience*

Westinghouse 18 cu. ft. Upright Freezer holds 615 lbs. of food... all within easy reach.

Westinghouse has a complete line of UPRIGHT Freezers from 9 to 18 cu. ft. ... and a complete line of CHEST Freezers from 10 to 20 cu. ft.



*Keep hamburger
store-fresh for
seven days—
without freezing!*

Deluxe 16 cu. ft. Custom Imperial Refrigerator with Cold Injector system. FROST-FREE automatic defrosting in the refrigerator... separate zero degree home freezer. Choose 'N Change slimline panels—choose from 7 panels and 5 cabinet colors. Conventional refrigerator from 9 cu. ft. to 13 cu. ft. Combination Refrigerator-Freezers from 13 cu. ft. to 16 cu. ft. Plus a complete line of built-in models.



Never again a ruined roast!

Exclusive new Serv-Temp Roast Guard automatically reduces heat when roasting is finished... keeps meat hot, juicy, at exact degree of doneness selected, even if left in oven twice normal time. Custom Imperial 40 also features double-oven convenience, built-in rotisserie, automatic grill, Super Corox unit, Automatic Unit, 1001 surface heats, Confection Colors. All oven and surface units plug out for easiest cleaning.

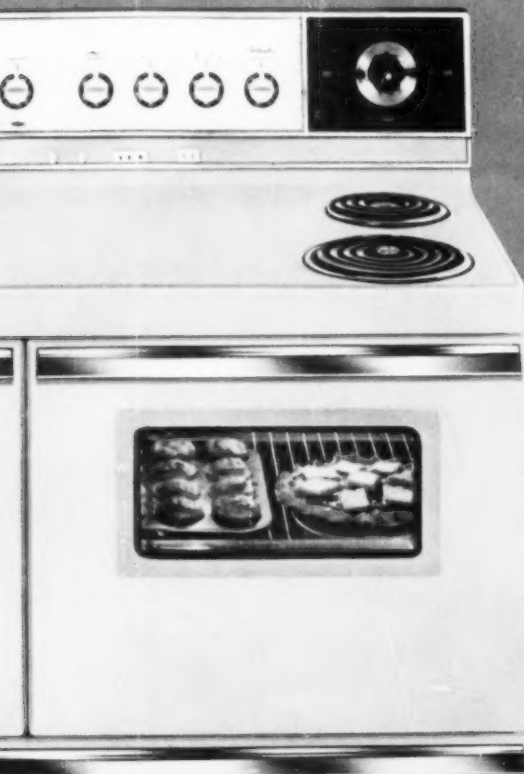
Model AMR-40. W 40", H 45-11/16", D 25-15/16".

Westinghouse Built-In Separates.

Built-in ovens and platforms offer the same high quality and performance features as conventional models. Available in two oven sizes, three platform styles for utmost efficiency and convenience in kitchen planning. Confection Colors.

Model OLR-24 illustrated.

ORE!



CUSTOM IMPERIAL 40
Speed Electric Range

ast!
tically re-
meat hot,
n if left in
o features
automatic
01 surface
units plug

6".

Separates.
forms offer
d perform-
ventional
oven sizes,
utmost ef-
in kitchen
ors.
d.



De luxe 24" Built-in Oven



Westinghouse Dishwashers with Hot Water Booster

Only Westinghouse has this automatic feature in the Imperial ROLL ABOUT and Built-in models. *Hot Water Booster* provides power-soaking for heavy food soils and guarantees 140-degree hot water during full wash and final rinse.

Imperial ROLL ABOUT also features complete mobility, no installation, exclusive detergent storage bin, Fiberglas top lid and porcelain enameled tub and inner lid. Same quality and performance as Westinghouse Built-in Dishwashers.

Deluxe Built-in line includes five Confection Colors, Copper, Chrome and wood fronts, plus an all-white free-standing model.



CUSHION-QUIET FOOD WASTE DISPOSER With Model FD-10, garbage gripes go quick as 1-2-3 because of its powerful 1/3 HP motor and swivel-blade speed-grinding action. Unit floats on full-circle shock-absorber rubber cushion for quiet operation. Other customer benefits include snap-out splash-guard and low-cost installation.

DELUXE WATER HEATERS Round and Table Top Models designed to meet all customer needs. Quick Recovery Models heat water six times faster than ordinary heaters. All models feature Corox® direct heat elements for economy, safety, and long life . . . plus liberal 10-Year Protection Policy.



YOU CAN BE SURE...IF IT'S **Westinghouse**

Westinghouse Electric Corporation, Major Appliance Division, Mansfield, Ohio

Now you can offer
ALL-WESTINGHOUSE KITCHENS



*Exciting Built-Ins plus New Westinghouse Wood
 or Metal Cabinets to Match*

Only Westinghouse gives you your choice of wood or metal cabinets *and* a complete line of built-in appliances . . . a total-kitchen plan that lets you offer customized service with a minimum of inventory and space.

Westinghouse new wood cabinets are designed like fine furniture, constructed of select maple with natural finish. For cus-

tomers who prefer metal cabinets, Westinghouse matches them with Confection Color Built-in Appliances—Frosting Pink, Lemon Yellow, Mint Aqua and Sugar White.

These popular built-ins incorporate top of the line features throughout.

WESTINGHOUSE GIVES YOU MORE !

*Only Westinghouse gives you the kind of totally integrated selling that produces the traffic—the pre-sold, prospects—the profit opportunities—that mean **BIG BUSINESS** for you. From national TV programs right down to the smallest ad mat, Westinghouse aims for just one thing—to get customers into your store. No other appliance maker works as hard for its retailers and no other manufacturer gives you such consistently great products that make your selling job easier.*

See the Great New Westinghouse Line for '59 at Distributor Showings—contact your nearest distributor for time, place—and **PROFIT OPPORTUNITY!**

economic currents

In '59: Industry Plans a Big Year

By the McGraw-Hill Dept. of Economics

APPLIANCE manufacturers expect their sales to be up 10 percent in 1959. To appliance dealers this is one of the key findings of the latest McGraw-Hill survey on plans for capital spending and sales for the year ahead. And it confirms the bright prospects for consumer durables sales next year already reported by ELECTRICAL MERCHANDISING. (Economic Currents, November, 1958)

Appliance manufacturers expect to do even better than manufacturing as a whole. According to the survey, manufacturing companies expect a nine percent increase, on the average, next year. Auto manufacturers—the other big component of consumer durables—expect a 20 percent increase in sales. If sales meet these expectations, the total for 1959 will be substantially higher than the current level.

It is estimated that appliance industry sales this year will amount to approximately \$7.0 billion. A 10 percent increase would bring 1959 to \$7.7 billion.

Building for the Future. Because manufacturers are expecting record sales in the year ahead, they are also planning to spend more money on their production facilities to meet the greater demand. Appliance manufacturers plan to spend 27 percent more on new plants and equipment in 1959 than they did this year. And they plan to up their expenditures another 13 percent in 1960. Thus they are getting set for a big upswing in appliance sales.

American business spending as a whole is also heading up in 1959. But preliminary plans call for only a .5 percent increase over this year. Plans for 1960 are now only 1 percent below those of 1959. However, previous experience has indicated that these plans are usually revised upward as the time of actual spending approaches.

Business Begins Spending. Business spending, which has lagged behind the general recovery of the economy, is now turning up too. However, present plans for business spending as a whole do not call for an early return to the all-time peak of 1957. Total spending in 1958 will amount to \$32.3 billion—15 percent below the amount spent in 1957. Plans for 1959 and 1960 would have to be increased substantially to reach the 1957 level. But the rise now planned for next year does point to a reversal of the trend indicated last spring—when business was feeling the full impact of the recession.

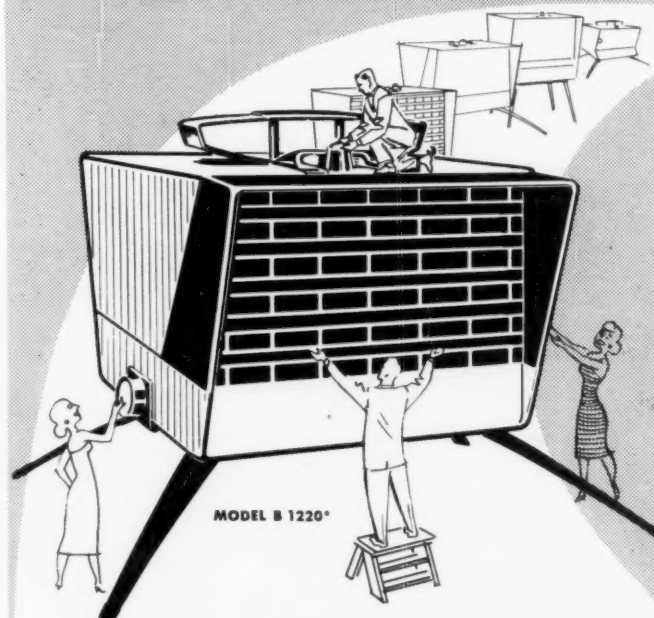
Good Sign for '59. Higher government spending—Federal, state and local—is already a certainty for next year. And rising incomes will enable consumers to step up their spending. Now, with an increase slated for business spending, all three major sectors of the economy—business, consumer and government—point to a high level of business activity in 1959. *End*

Watch for **ELECTRICAL MERCHANDISING'S**
January 1959
Statistical and Market Planning Issue



CHECK THE

PROFITABLE DIFFERENCE



in WRIGHT PORTABLE BLOWER COOLERS Style Leader Line for '59

Look at Wright portable coolers as your customers will. You'll see a whole new profit picture for '59.

Start with their decorator styling—America's most beautiful cooler designs. Check their 12 Comfort-Planned features including Floguide directional grilles, the exclusive Aquadial cooling/ventilating control and 2-speed motors. Then see the low prices on these blower coolers—low as ordinary fans.

You'd buy *fast* if you were your customers. Good reason to get the facts on the Wright portable line today.

• **MODEL B 1220**—Low-priced luxury for your value-minded customers. Cools, filters, ventilates, circulates. One of 4 striking Wright portable models.

WRIGHT SALES AIDS ARE BETTER THAN EVER!

The most complete package of sales helps in Wright history. Includes versatile new mobile display—plus colorful brochures, banners, counter cards, decals, newspaper mats, radio and TV commercials. Everything needed for powerful promotion!

see your distributor or write to:



WRIGHT MANUFACTURING
COMPANY

2902 WEST THOMAS ROAD • P.O. BOX 11247 • PHOENIX, ARIZ.

"Creating New Climates for Better Living"

In the tough appliance b



ce business, the Pros grow up with Electrical Merchandising

No one is born an appliance Pro.

You start learning the first day, and you never stop. Some of the biggest lessons are taught on your own sales floor. Tremendously important. But to understand completely your own operation, you have to know the *what*, the *why* and the *how* of what other appliance men are doing.

This is the job *Electrical Merchandising* does for the real Pros of the appliance business. Month after month, year after year, *Electrical Merchandising* and its advertisers write the story of the appliance - tv - housewares business — and every word is *written in retail*.

That's why more appliance dealers pay hard cash for *Electrical Merchandising* than for any other appliance publication — and why they rate it No. 1 for sales-making ideas and for usefulness of advertisements. And it's why advertisers use *Electrical Merchandising* to reach and inform appliance men.

To get the information they need in today's tough appliance business, the Pros rely on *Electrical Merchandising* — the book they grow up with.



Electrical Merchandising

Magazine of the appliance Pros

A McGraw-Hill Publication ABC-ABP

MORT FARR SAYS: We Need Better Distributor Salesmen

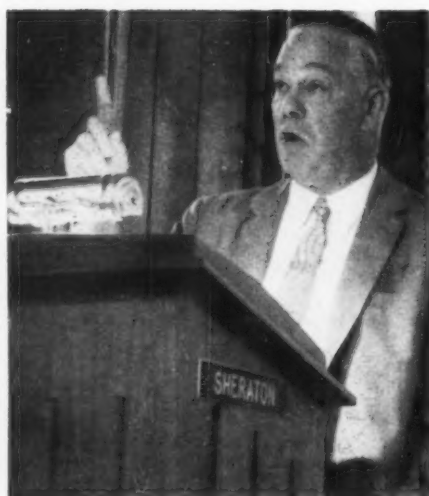
THE appliance business has been going through a boom period. In the last ten years we have sold over 125 million major appliances, 100 million radios, 50 million TV sets and millions of traffic appliances and vacuum cleaners. Even so, the past few years have seen quite a shake-out in manufacturers, distributors and dealers. Those who are left, while not making the profits they should be, are, generally speaking, stronger, more alert and ready to fight for business in a tense, sensitive, competitive atmosphere.

Manufacturers have learned to cut production to fit the market. Distributors have learned from bitter experience that many of their practices were extravagant and have trimmed the fat from their organizations. Dealers have reversed the trend to lower and lower net profits and are banding together to help each other and exchange ideas for greater efficiency.

Thru this scene, one little character strolls alone, apparently oblivious to his setting, still asking the dealer "how's business" or calling to say "I've got a deal for you". Or, even worse, this past year, telling the dealer how bad things are in the territory before he asks how business is. In a world of fighters for business, he is the last of the order-takers. He is, I firmly believe the weakest link in the chain of distribution. He is the distributor salesman.

WHO'S AT FAULT? In many cases the blame for this lies with the individual salesman. Some of them will never understand their function. But some of the trouble lies in the lack of direction by management, or the trend toward too much super-planning by the manufacturers and distributors. Here's what I mean.

In a lot of cases dealer contact men have not been adequately compensated and have had their territories cut or their commission rate reduced whenever they seemed to be making a dollar. There has been a terrific turnover in manpower, as many poor ones were weeded out when distributors cut down on their organization, and many good men left the suppliers for more lucrative, better paying jobs. I have had several major suppliers who have sent as many as four different men to call on me in a single year. This adds to the inefficiency as it takes months for a dealer to just get acquainted with a supplier's representative and longer for the salesman to get to know the dealer, his potential and his habits. There must



Mort Farr, Upper Darby, Pa., dealer

be a friendly, understanding relationship before there can be the confidence that makes for increased business.

KILLING INITIATIVE. There is another trend in the merchandising of our products that is stifling the initiative and hurting the ambition of the really good creative salesmen of our suppliers. This is the factory created national brand promotion that is all cooked up and packaged for presentation to every dealer in America; or the ones that are dreamed up by distributors to blanket their entire market in the same manner. The only thing their salesmen can do is to present it to a dealer for him to accept or reject. This trend toward factories attempting national mass promotions is killing the last individuality of a dealer. It is also ruining the value of good distributor salesmen who used to be able to devise a promotion tailored to suit a particular account, talk it over with the dealer and then sell it to his management. The timing of these events is important and cannot possibly be universal. Many times a purely local condition or event is the reason for a promotion and that is what makes it successful.

HOW ABOUT REALIGNING TERRITORIES? I believe that territories should be aligned differently in metropolitan markets so that a salesman calling on a dealer would have more information of value to bring to the dealer. Instead of

being assigned to a territory geographically the men should call on dealers of approximately the same size and potential. It is next to impossible for a salesman covering a county in a metropolitan area, where he has dealers doing as little as \$35,000 a year total volume and others doing as much as a million, to properly guide both.

HELP THE DEALER SELL. One of the fundamentals that a distributor representative must realize is that his job is not to sell to us, but through us. He must realize that his primary responsibility is the best interest of the dealer, and not his own selfish interests. Get these men thinking in terms of our business instead of their own and you'll find them talking a language we know and appreciate. A distributor salesman has not really done his job until the dealer sells the merchandise to his customers, and is ready to buy more goods. This can be best done if a man calls on dealers who are not competitive geographically, but who have an operation of about the same size and do around the same volume. A distributor salesman can render a valuable service to a dealer if he can bring him a promotion that worked for a dealer of his type and likewise can tell him truthfully if a campaign that looked like it might click, fell on its face.

It is time to recognize that ultimately there are going to be fewer dealers and that total volume is going to be much greater, so it is the duty of our suppliers' representatives to appraise the potential of a neighborhood and the dealer serving it, and make recommendations for either replacing some dealers or dropping some, or better still, developing some who have the potential. Distributor men should look first at location, then capital, then skill, and finally most important—attitude. Does the dealer have the ambition to grow and prosper?

WHAT DOES THE DEALER WANT?

To point out a problem and not offer a solution is to render only a partial service. My reason for writing this article is a desire to improve a major sore spot in the industry so that all of us could benefit. We know something is wrong, we have fairly good ideas how wrong it is. Next month I will try to point out what we can do about it. It will explain what a dealer wants from a distributor salesman.

End

THE WORLD of HOUSEWARES

THE PRODUCTS...

THE PEOPLE...

THE PLANS...

to help give you a head start for a booming '59

Put your drive for housewares profits in 1959 into high gear and ahead of schedule by seeing ALL and the BEST the industry offers—more products than you could study in your office in a full year of conferences with suppliers. Learn directly from policy-making executives of top manufacturers new merchandising ideas that can mean more profits for you. Meet new contacts and greet your present sources—ALL of them in five days when 734 manufacturers will be your hosts.

30th NHMA National Housewares Exhibit

JANUARY 12-16, 1959 Monday thru Friday
NAVY PIER plus DRILL HALL
CHICAGO

Industry-sponsored for the Nation's Housewares Manufacturers and Buyers by the
NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not-for-profit)

1130 MERCHANDISE MART, CHICAGO 54, ILLINOIS



Red Hot

LOOK!
Big 11^{CU.} FT. NORGE Customatic
Refrigerator-Freezer with
Automatic Defrost!



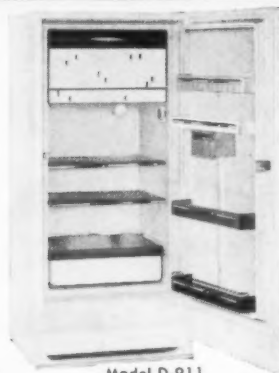
Model C-911

Plus!

- Huge 63 lb. zero-degree freezer compartment
- Bold new "built-in" look
- Big 32 lb. vegetable crisper
- Butter keeper • Egg nest
- Smart color-styled interior
- New safety-latch door

It'll singe competition at

\$279⁹⁵
with trade-in



Model D-911

11^{CU.} FT. DELUXE
with "Built-In" Look

- Stores 57 lbs. of frozen food
- Huge 32 lb. porcelain crisper
- Full width chill tray

\$199⁹⁵
with trade-in



NORGE®

NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise

'n Low Down...

TAKE A LOOK at the sizzling prices that are making competition burn... on the NORGE refrigerator line for '59

LOOK! A 13 cu. ft.
2-Door Swing 'n Serve
Refrigerator-Freezer!



Plus!

- Shelves swing out...crisper food
- Automatic defrost
- Big 116 lb. zero-degree freezer
- New shelf spacers
- Dairy Keeper
- "Built-in" styling

A real scorcher at

\$379⁹⁵
with trade-in

Model CTS-912

LOOK! A 13 cu. ft. Swing 'n Serve
Refrigerator-Freezer!



Plus!

- Shelves swing out...crisper food
- Giant 81 lb. zero-degree freezer
- Automatic defrost
- New Shelf Spacers
- Dairy Keeper
- "Built-in" look

Sure to smoke out customers at

\$349⁹⁵
with trade-in

Model CS-913



Model D-98

8 CU. FT. DELUXE

- 46 lb. frozen food storage
- Mammoth 27 lb. porcelain vegetable crisper

\$169⁹⁵
with trade-in

**FIRST ELECTRIC REFRIGERATOR
WITH AUTOMATIC ICEMAKER!**

**NORGE 15 CU. FT.
Swing 'n Serve
REFRIGERATOR-FREEZER**

Icemaker fills itself with water, freezes it into cubes, and dispenses them into bin...all automatically! 2 bins hold equivalent of 10 trays.

Model CBA-1558



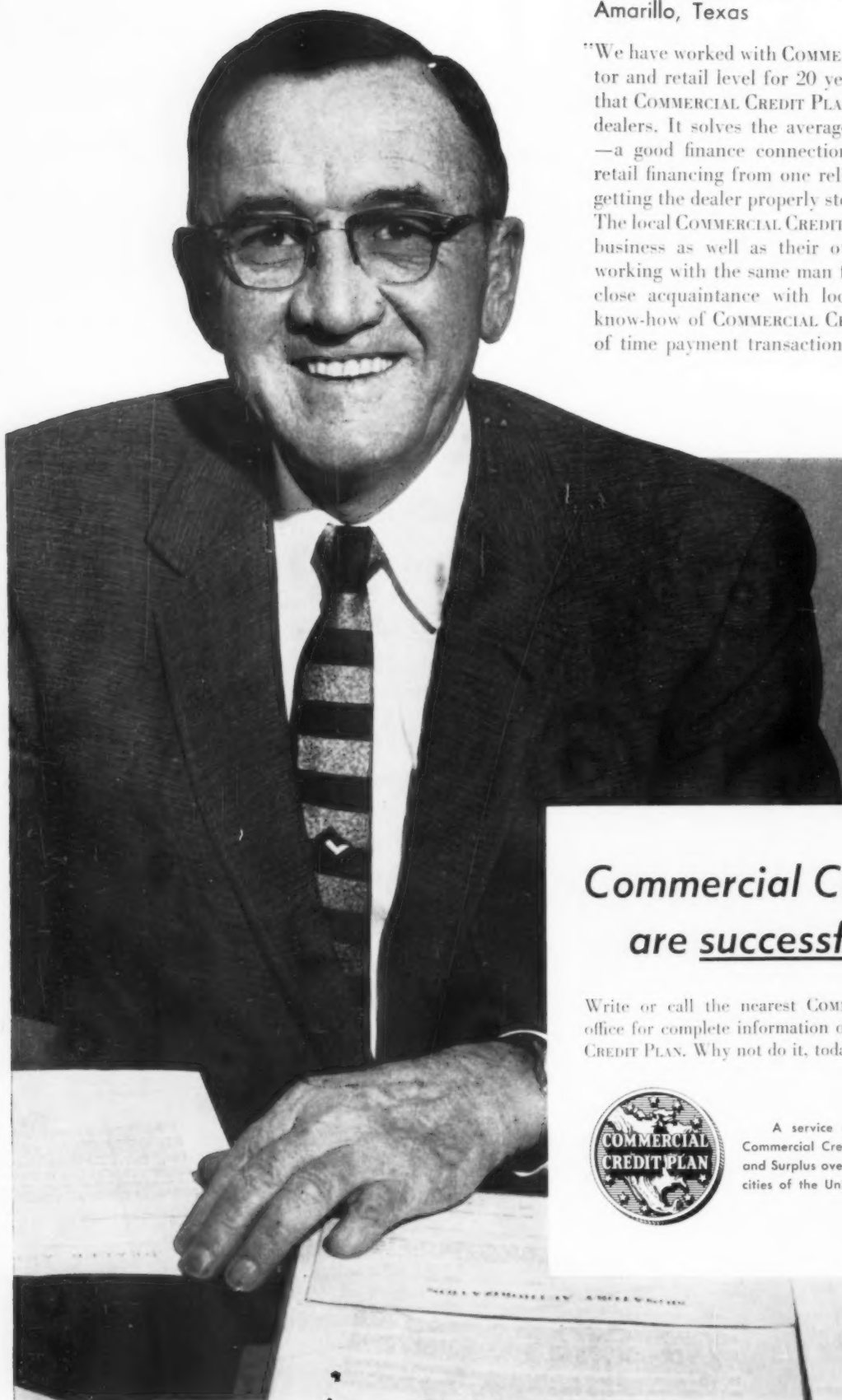
Creative Engineering for Sales

Mert Plaza, Chicago 54, Illinois. Canada: Addison's Ltd., Toronto. Export Sales, Borg-Warner International, Chicago 3, Illinois

"...like a strong right arm..."

says **ARTHUR PRICE**, Price Supply Co.
Amarillo, Texas

"We have worked with COMMERCIAL CREDIT on both the distributor and retail level for 20 years. We can say from experience that COMMERCIAL CREDIT PLAN is like a strong right arm to our dealers. It solves the average dealer's most pressing problem—a good finance connection—with complete wholesale and retail financing from one reliable source. It is a great help in getting the dealer properly stocked with the right merchandise. The local COMMERCIAL CREDIT representatives know the dealer's business as well as their own. In our case, we have been working with the same man for 20 years. We benefit from his close acquaintance with local conditions plus the national know-how of COMMERCIAL CREDIT gained in handling millions of time payment transactions."



Commercial Credit dealers are successful dealers

Write or call the nearest COMMERCIAL CREDIT CORPORATION office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it, today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

BY

... purchasing in economic quantities

... seeking out the best sources for merchandise

... insisting on the best possible price

... ordering at the right time

... pooling your orders

... capitalizing on discounts, floor plans and co-op ads

YOU

Can Buy As Well As a Discounter

By **ROGER WARD** (A Dealer Who Did)

BEFORE we explore the buying economies which will enable the independent to make like a discount house, let's examine a few of my early mistakes.

I didn't *buy* our first store-full of appliances, I was *sold*! The distributor's man used up his order pad before I could protest, proclaimed that he would personally sell any item left on our floor after 90 days. When I meekly asked for my copies of the orders he promised to mail them after some little formality about getting the first shipment OK'd by his boss. Weeks went by with no sign of the salesman or our order copies, but we got merchandise—truckloads of it and trays full of invoices.

When the fourth trailer arrived I decided to find out who was running my store. I wrote the distributor a two page ultimatum stating that I would refuse all further shipments until I got my copies of the order and that henceforth I would write all the orders. We ran off purchase order forms similar to the illustration on the following page and thereafter all major purchases were rigidly controlled by *our* order which specified quantity, model number, price, and terms.

Sometimes the distributor's order pad is a

weapon devised to help his commandos capture your orders while your defenses are down. To be positive you get what your customers will want and something you can sell, write your order after the salesman has left, when his spell is broken and you can objectively weigh the cold facts: inventory, demand, and margin. You may miss a few dinners on the salesman's expense account, but you can buy some juicy fillets with the money you'll save.

However, don't go bureaucratic write an order for every box of paper clips. Set up a numerical order register book as illustrated. For purchases under \$25 let the register be your sole record. For written purchase orders (which are filed alphabetically by source) the register provides a numerical cross reference.

Before yielding to a new proposition always calculate the margin. When portable TV's were introduced we got the usual snow job, "\$31 profit—only costs \$119!" It sounded good until I added a couple dollars freight, got out my slide rule and figured the margin to be a losing 19 percent. A half-hour learning to calculate discounts on a two dollar slide rule is a quick way to avoid sorry propositions. Price sheets never went into our

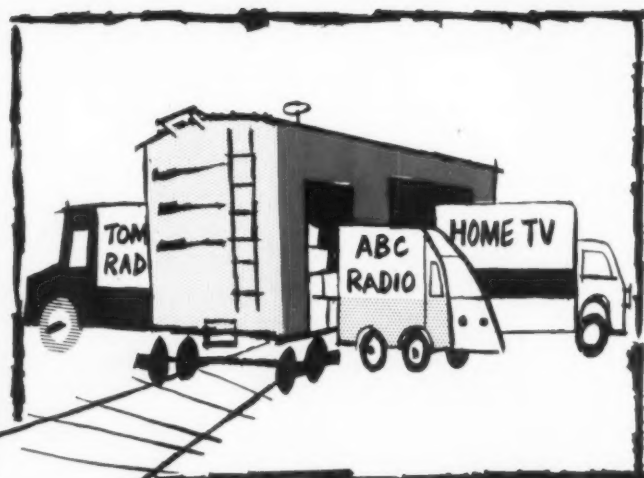
MORE ▶



RULE 1: Get the best price to which you are entitled; don't be afraid to demand a better deal if you think you deserve it.



RULE 2: Don't overlook the extra discounts which shave the price you have to pay for merchandise.



RULE 3: Try group buying to cut your costs; the author says that any quartet of dealers within a 25-mile radius can easily cut their appliance costs \$10,000 a year by group buying.

YOU CAN BUY AS WELL AS A DISCOUNTER CONTINUED

cost book until we wrote the discount alongside the cost. Then the sales manager and I would estimate which items promised the best combination of margin and volume. The greatest spread is of course at the top of the line, and you must have a few "grand pianos" on the floor to attract the Cadillac trade, but don't overdo it.

We had a monument to a mistake anchored on our sales floor for nearly a year. It was a \$550 electric range in technicolor with two cinerama ovens which an impressive stranger picked from the catalog. He left his post office address and asked to be notified as the range came in. We wrote him three letters but got no answer; we traced him from post office box to an apartment house, but he had moved; we finally cornered him in a new housing project, but he was quite happy with the 30" stripped down, off-brand range which came with his house. That was the day we began requiring healthy deposits on special models. A warehouse full of slow moving elephants is strictly for the Ringling Brothers. It takes more effort to sell one \$500 refrigerator than ten \$200 boxes. Push the staple models with a good margin and you'll put three times the money in the bank.

If you set 30 percent, for example, as your minimum margin remember there are exceptions to every rule. When TV first came to Pensacola we couldn't unload our shipments fast enough. A customer caught us one afternoon with our stocks down, paid full cash, and drove his car 125 miles to the distributor's warehouse to get his TV. In that type market, if forced to, you can shade 30 percent and still win.

Some merchants try to maintain their margins in the low price field by offering an unknown brand of dubious quality. I

do not believe that the first-line dealer can afford to identify himself with merchandise which belongs in the cut-rate warehouse, railroad salvage type operation. If a customer is price-restricted, sell him one of your good trade-ins.

Do not, however, overlook the possibilities of specialties with an unknown label. We developed a brisk market for an anonymous, four-foot, counter-high refrigerator which could be transported in the smaller Navy planes. Life in the bachelor quarters of many a remote installation is lubricated with the contents from these handy little boxes.

The smart buyer must watch the angles—and profit by his mistakes. We bought a job lot of irons at about 70 cents each, hoping to make a killing at \$3.95 among the sunbonnet set. Instead we couldn't move the things at 95 cents and now we know that even the farmer's daughter won't buy an iron without a thermostat. When upright freezers swept in, our analysis was sharper. To clear their inventory the factory offered some real chest freezer bargains, which we quickly grabbed. The factory's loss was our gain, because in the Gulf area farmers prefer the chest type; they show up better when proudly installed on their front porch.

Watch Those Close-outs

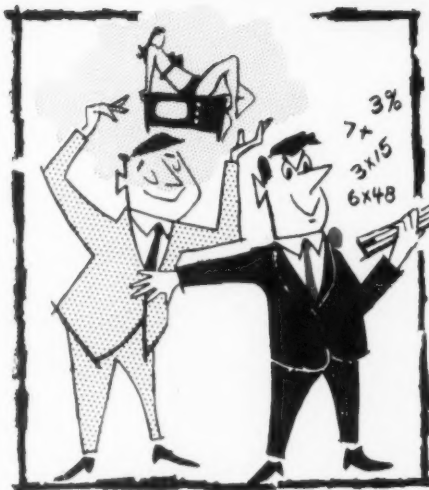
It is also possible to twist the yearly model change to your advantage. We tried to be the first to display the new models at the top of the line, capturing those customers who can afford the best and want the latest. But for the run of the mill we waited until the distributor slashed prices on his carryover of last year's staples; then we bought, not the new, but the old models at rock bottom. The rank and file don't worry much about

the shape of the handle or color of the trim, but they do read the chain store and discount ads. By stocking up on the staple close-out bargains, we acquired ammunition powerful enough to shoot down the strongest competition. For months our best refrigerator income would be from staple models almost a year obsolete.

Distributors' close-outs and promotions must be considered strictly on their own merits. Don't load up on toasters at the regular price, just because you get an eighteen-cup, chrome coffee urn free with each case—unless you have a sure market for coffee urns. It is wise to test customer reaction before going overboard. When they offered us a set of dishes with each dishwasher I said, "Dishwasher customers already have dishes, they won't go for it." Nevertheless we ran a small ad and, just to prove a distributor can be right, we had husbands and wives climbing all over our stockroom selecting their favorite dish pattern.

How to Get Good Advice

The distributor doubtless does know the market best, but too often his opinions are tempered by his desire to sell what he wants you to buy. Your best local competitors also know the picture, but like you, carefully guard any information a competitor could use. Sometimes you can get a lead from *Consumers' Reports*. If one of your models has top rating, push it, but be sure you have the exact model mentioned. Those *Consumers'* fans are sticklers for model numbers. To get really good market slants and advice it is better to go beyond your trading area and have dinner with a dealer in a neighboring city. You can then swap the truth freely and get good ideas on what to sell and where to buy.



RULE 4: Never jump at a proposition—no matter how attractive—without calculating the final margin.



RULE 5: Price is not everything; local demand is equally important. The author couldn't give away cheap irons but sold out a special chest freezer.

ABOUT THE AUTHOR: Roger Ward is a successful engineer who became a successful appliance dealer. Within two years after opening his first store in Pensacola, Fla., in 1953, Ward had rolled up an annual volume of \$350,000, of which he took \$12,000 as salary and still made a \$17,000 net profit. If you enjoy reading how Ward learned to buy like a discounter you will want to read two other articles he has written recently for *ELECTRICAL MERCHANDISING*. "How To Pick a Store Location" appeared in the November, 1957 issue and "Help Yourself to Good Help" in March, 1958.

Even if you handle one of the full-line brands, there are secondary items which can be profitably purchased direct from the factory. I always bought lawn furniture, power mowers, electric fans, gas ranges, TV tables, small boats, sewing machines, space heaters and such direct from the manufacturer at prices allowing as much as 70 percent margin. An obscure factory sold me wrought iron TV tables for \$1.62 that hundreds of customers were happy to buy for \$5.95. That took the pinch out of low TV profits.

When secondary sources offer merchandise on consignment, it is proper to look the gift horse in the mouth. Perhaps the line will have a high fictitious list, which, when cut down to size, leaves no profit; or perhaps it moves so slowly you can't afford the space on your floor. If the consignment deal is good, of course you've got nothing to lose.

Direct factory purchases aren't pure gravy. Establishing the sources involves a lot of correspondence with dozens of possibilities taken from *Thomas Register*. Deliveries may be erratic, adjustments slow, and prompt payment demanded, but the few disadvantages are more than offset by that luscious mark-up.

Getting the Best Price

If control, angles, and deals are one side of the buying coin, the other side is emphatically price. To compete with the mail order machine, the discount den or even the independent down the street, you must buy at the right price. In the price game it's always your move; your source of supply seldom will give you a break.

The simplest of the half-dozen price shaving devices is the cash discount. When you write your purchase order specify 2/10, net 30 terms. If the source doesn't contest the discount, pay the bill well within the 10 days of grace and deduct the two percent. It is surprising how many invoices you can discount that way.

(Continued on page 64)

PURCHASE ORDER REGISTER						
Order Number	Date	Source	Description	Requ'd by	Written by	
1200	10/3	WEST	24 Elec. Blanket Mod. CD-17-A	RW	mk	
1201	10/3	GEN	100 Vacuum Cleaner RR-110	RW	mk	
1202	10/4	So. Pa.	1 bag Sweeping Compound	mk	phone	
1203	10/4	Thur	149 Robert Evans 21-T-161	mk	mk	
1204	10/6	R.D.M.D	15 TV Mod 21-T-161	RW	mk	
1205	10/7	Pop. Mf	24 Tella Adding Machine Tape	mk	phone	
1206	10/11	GEN	24 Washer Mod. WA-450K	RW	mk	
1207	10/11	Bo. Office	12 Typewriter Ribbons	mk	phone	
1208	10/11	So. Ind.	48 TV Tables Mod TT-41	RW	mk	
1209	10/12	GEN	15 Refr. Mod LB9P	RW	mk	
1210						
1211						
1212						
1213						

Use A Simple mimeographed purchase order form on which to write your own orders. In this way the dealer can con-

trol his purchases and avoid commitments which might otherwise be made to fast-talking salesmen.

From: WARD'S CAR & HOME STORE 211 NORTH PALAFOX ST. PENSACOLA FLORIDA		PURCHASE ORDER NO 1208	
To: Southern Industries Inc., 85 St. Michael Street Pritchard Ala.		Date October 11 1957 Terms 2/10, net 30 Ship Our truck Vis	
Please enter our order for the following:			
Quantity	Description	Unit Price	Per Total
48	Television Tables, Mahogany Finish Your Model # TT - 41	\$6.94	ea \$333.12
NOTE: Confirming our phone conversation today with your Mr. Smith. DO NOT DUPLICATE Hold for our truck.			
Signed <i>Roger Ward</i>			

This Register for purchase orders provides a numerical control and cross index for all orders. The register also acts

as a control for minor purchases and makes it unnecessary to write out formal orders for these items.



There are no black and white sets on the sales floor of Waterloo, Iowa, dealer Ulin Davis. That's one reason he sells two color sets for every monochrome. And that's why he's convinced that

Color TV Can Be Big In a Small Town

THE "smaller" television dealer who thinks color TV can be promoted and sold successfully only by his big metropolitan brothers may change his mind after he hears about Ulin W. Davis of Waterloo, Iowa.

There are around 75,000 persons in Waterloo, another 15,000 in neighboring Cedar Falls. The area is served by one TV station that broadcasts network color but can originate no color itself. Davis, who has been selling and servicing TV, hi-fi and radio since 1939, covered this territory by himself until six months ago, when he hired a salesman to help out. It's a modest background, but consider this dealer's sales record.

- For every B & W set sold, Davis Radio and TV sells two color sets on a yearly average, and in the September-to-Christ-

mas buying season the ratio is three color sets for every B & W.

- Since taking on color three years ago, Davis has sold 300 sets, the majority of them consoles (last year he sold every color model in the RCA line).

- Color sales are up 20 percent this year and Davis expects color to raise his total 1958 sales volume to \$125,000.

Davis' achievement with color has been accomplished without gimmicks, circus promotion or price cutting. He gets full price on every sale, takes trades only at resale value, spends only 5 percent of annual gross on advertising.

First, Have Confidence

The first thing a smaller dealer needs to be successful with color, Davis believes, is confidence in it. "You've got to have

faith in it yourself and you've got to let people know it. People are ready to buy color if you show it to them, if you're not afraid to ask them to buy."

This is why there is nothing but color on Davis' showroom floor. "We keep around fifteen sets on the floor, up to fifty in stock. The B & W is out in the service room. We want color to hit people in the eye when they come in, then they know we're really in the color business. Gives them confidence in color, too."

Davis' promotion and advertising has the same purpose—to let the public know he's in the color business and make it color-conscious. In three years he has made his name synonymous with color TV in the city, mostly with television advertising. Each fall he buys from six to ten five-minute spots on KWWL-TV to talk about color

—to sell the idea, not a particular set. There's so little apparent advertising in the spots that the station gives him a low time rate and presents them as a public service feature. An announcer interviews Davis, asking him questions he has been asked by customers—"Will I need a new antenna for color?" or "How hard is it to tune a color picture?" The only advertising for the firm is Davis' presence on the show and the only reference to brand is the RCA label on a chassis he takes before the cameras. ("The chassis helps me show what makes color different from black and white—the extra parts and circuits that make it cost more.")

TV Ads Pay Off

Davis feels his air costs are the best advertising money he spends. "We're at the point now where people come in and ask for color. Whenever I go out on the street now everybody hollers at me, and a lot of these folks actually make some comment about color. Customers in the store will quote me on something I've said on the air. That's one of the reasons I know I'm getting across."

The TV station is so impressed with the way Davis is getting the color story across that it has taken a helping hand promotionally itself. When a carload of sets arrives to kick off a sales drive by Davis, pictures of the unloading are shown on the station's newscasts. The station has redecorated a room for use in demonstrating color to the public this winter. Waterloo residents will be invited to drop in free to watch a network color show, and Davis has been asked to "lecture" there on color as he does on his paid broadcasts. This additional advertising will cost him nothing.

Davis' own promotion also includes exposing the public to colorcasts. When outstanding programs are scheduled (the Rose Parade, World Series) he loans sets

to veterans clubs, the country club, has even set up a receiver at a church social gathering. When the traveling "color caravan" visited Waterloo it headquartered at a department store. But Davis wound up with higher sales than that competitor, not because he managed to wrangle two broadcast appearances before the color cameras, but because of his long-term work as the city's color missionary.

Service Is Important

Service is as important as promotion to Davis because it helps him clinch sales promotion sets up. He sells color by home demonstration but does not offer free demonstrations in advertising; he picks his prospects in the showroom or by canvassing his service file. Everybody who enters his store to buy TV gets the color pitch. If a couple shows any genuine interest, he offers to put a color set in their home for three or four days.

"That's where good service can make the difference between a sale and wasted time—in setting up the demonstrator. If we've got any secret in selling color, it's simply that we take pains to make sure a set delivers in a home. If it does a good job it will do its own selling. You've got to remember your set has to look good on B & W—that's equally as important as the color picture."

Secret for Successful Demos

Davis doesn't keep a string of regular demonstrators, but sends out a model he thinks will fit well in a prospect's home, one that can be sold and left there. When a prospect agrees to a demo he is questioned about room size and style of his present set. Women tend to buy the cabinet and after a few minutes in the showroom usually reveal their preference. Using all these clues, Davis picks a showroom model with a few "shakedown" hours on it and calls in a serviceman. The set is checked out on

the bench and taken to the home, where it is lined up with precision. Davis or his salesman follow up the installation with a call during a color program and show the family how to tune.

When dealing with a couple who intend to buy on time if satisfied with a home demo, Ulin Davis suggests that the contract be prepared and signed while they are in the store. He agrees to hold the paper in his desk for three days while the prospects enjoy the demonstration. They agree that if they do not want to buy the set they will notify Davis within three days. He will remove the set without charge and tear up the contract. If there is no word within three days, he will put the contract through.

The deal, actually a conditional sale, saves callbacks by the dealer and gives the prospects an immediate feeling of ownership and finality. Davis offers this proposition at every opportunity, but does not insist on it. Among those who accept, the return rate is almost zero, with most buyers actually calling before the time limit to confirm the deal.

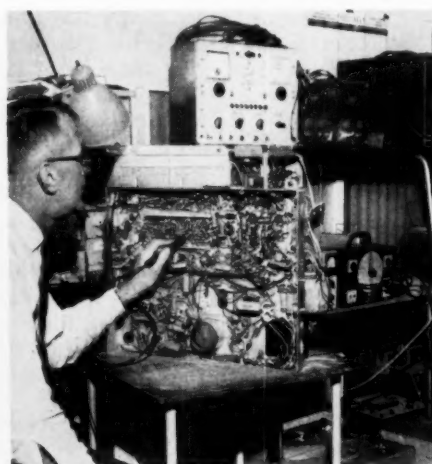
There is no doubt in Davis' mind that his home demonstration program pays off—70 percent of the trials result in sales, the majority of these console models in the \$700 class.

Color at List Price

Color has paid off well for Davis. When he first went into color he made a few price "deals" so he could get some sets in circulation, but has stuck to full retail price for over two years. He feels color's price is no problem, even for the small-town dealer. "Color's in the luxury class, sure, but so are high-priced cars. People buy them in towns of all sizes and they'll buy color, too. I hold the price on color because I think the price itself is a mark of quality and creates respect for the product itself." *End*



Well planned home demonstration program helps to produce sales in seven out of ten cases. Secret, says Davis, is to deliver set in style and finish which the customer will eventually retain.



Davis spent \$600 for extra equipment with which to service color sets but adds that "We got that back in a month." He thinks dealers who are reluctant to make this necessary investment are short-sighted.



Black and white sets are not displayed on sales floor but in service area behind showroom. Also displayed here are used sets, including several color sets which Davis' first customers have traded in for new units.



Concentration on combinations is evident in laundry department of Baggett's, Salinas, Calif., where manager Don Hudson demonstrates tumbler-action sales story to

Mrs. Richard Burgess. How she will be sold—and how she will help the store to sell others—is explained in the picture-story on these pages.

IN HOME LAUNDRY, says this dealer, IT PAYS TO

Concentrate on Combos

By HOWARD J. EMERSON

Last year manager Don Hudson of Baggett & Co., Salinas, Calif., began concentrating on washer-dryer combinations and boosted his laundry volume by 12 percent. Now he does 70 percent of his laundry volume in combos

WHEN you consider that Baggett & Co., Salinas, Calif. is doing: 70 percent of its laundry volume in washer-dryer combinations, and . . . 50 percent of its laundry unit sales are in these combinations . . . you might get the idea that appliance manager Don Hudson and staff is on a "combo kick". And you would be right.

It is a profitable "kick", too. Baggett's laundry volume for the first 8 months of 1958 is equal to its 1957 volume, although the company operated a branch store as well in '57. And 1957, the first year of manager Hudson's push on combinations, laundry volume increased 12 percent over the 1956 level.

Baggett's started on the road to profitable \$540-\$580 washer-dryer sales for at least three reasons: (1) It gave the store a chance to pull away from the crowd, become identified with this new appliance when other Salinas dealers were giving it no more than average attention; (2) It

took Baggett's further out of the high-trade, low-net race which existed in the local washer and dryer market; (3) It kept the store in the dryer business, as part of the combinations, when the sales of individual dryers started slipping badly.

This interest in washer-dryer combinations has been turned into a producing program through a five-point approach:

- (1) Special techniques that convert washer prospects to live combination customers.
- (2) A free trial program with 96 percent success.
- (3) Two-hour demonstration that sells the trials, anchors the sales.
- (4) Call backs that keep customers, lead to prospects.
- (5) A referral program that produces live leads.

How To Find Combo Prospects

Basic in the success of Hudson's sales approach is early analysis of the pros-

pect's laundry needs. Prospects divide into three classes: Those who should have a combination washer-dryer; those who could have a combination; and those who ought to have a set of individual appliances. Into the first group fall the young and the old couples and all childless couples; into the second and third groups fall the larger families.

The large family is played by ear, for these reasons, says Hudson. If the woman has a production line, many loads in succession, she may be better off with two units so she can wash and dry at the same time. *If this production line is necessary*, Hudson recommends the separate appliances, discourages any interest she has in the combination. However, he has moved scores of washer-dryer combinations by finding out if the prospect really needs to continue that production line. If the prospect is adamant about "getting the week's wash out of the way between breakfast and lunch on Monday's", Hudson will not try to sell her a combination because he knows she would not be satisfied with such a unit.

The procedure manager Hudson has set up to develop customers for combinations, to secure them, and to make them produce prospects, is shown in the photos on the opposite page.



FIRST, offer a really "Free" trial

"Nothing sells the washer-dryer combination like a free trial," points out Don Hudson who has taken back only 4 machines for every 100 he has put out.

"Once a properly qualified prospect tries the combination, she'll keep it. But there's another reason for the trial—there is apathy toward the tumbler-type of washer. We all sold the agitator too well.

On a trial, the woman finds out the tumbler will do all that she wishes."

Baggett's free trial has no strings, it is free. The customer doesn't have to furnish a down payment or sign a contract. Hudson qualifies the prospect, first by his judgement of whether a combination will serve her better than a pair, and second by a credit check. About 10 days after the installation, Hudson calls back, closes about 75 percent on this trip, eventually sells 96 percent.



THEN, demonstrate it properly

When Baggett's installs a washer-dryer combination, either sold or on trial, appointment is made for a demonstration, usually the same or next day.

As long as two hours is taken for this demonstration which includes a practical course in clothes washing techniques, use of soaps and detergents, as well as correct mechanical operation of the machine

—all pointed directly to the washing needs of the customer's family.

This demonstration not only closes trials, anchors sales, but it produces leads the way Baggett's uses it. When the appointment is made, Hudson or salesman suggest the customer invite friends and neighbors to see this new type of laundry—and to see that she has one. One such demonstration produced two immediate sales, all have helped to produce leads which were closed by Baggett's.

To Move Combos in Quantity, Baggett's Follows This Selling Pattern

THIRD, be sure the Customer is satisfied

To create satisfied washer-dryer customer, to establish the store's goodwill, and to develop live leads, Baggett's follows a routine of follow-up that begins about 30 days after each sale of a combination. From then on, Hudson or the salesman gets in touch with the customer every three months for the first year.

On these follow-ups, Baggett's

men make minor adjustments, find out if the customer is having any laundering problems and offer advice or procure it.

"The customers realize that Baggett's stands behind what we sell and that we are interested in the customer getting full satisfaction from what she buys from us," says Don Hudson. And while he's there, of course, the man from Baggett's finds out which neighbors have shown interest in the combination or have mentioned buying a washer.

FINALLY, follow up On referrals

Seventy percent of Baggett's washer-dryer combinations are sold through referrals from customers. On most of the other sales, prospects have contact with a user before they buy.

By openly asking customer to send prospects, through leads picked up on regular follow-ups on customers, and by making it clear that there's a \$5.00 reward for

each live prospect, Hudson and his staff have developed for themselves a profitable and steady source of prospects.

By getting customers to agree to be referrals, Baggett's has an effective closer. A prospect is given the name and phone number of a customer. Some of these customers invite the caller to visit. One, the Mrs. Burgess shown in these photos, has let prospects try her washer-dryer, has been responsible for closing 15 sales for Baggett's.





They Build NEW ONES out Of

Reconditioning used merchandise in the service department's "spare time" didn't work for Greenley's in Flint, Mich., so the five-store chain set up its own "factory" which each month turns out 140 reconditioned units on which the store knows it can get the top dollar

By **KEN WARNER**

THE Trade-In Center at Greenley's in Flint, Mich., is a far cry from what you'd expect to find in a retailer's organization. In every sense of the word the Greenley operation is a "factory" which turns out reconditioned merchandise which the firm can confidently sell as "factory rebuilt."

The Trade-In Center at Greenley's in Flint, Mich., has been operating for about two years now, under the direction of Stuart Grove, who now manages the service department, too. The Center is a substitute for the standard dealer

system of getting reconditioning work done in slack time by regular service employees. At Greenley's the volume of work to be done only snarled up service operations, and provided no dependability as a source for saleable merchandise.

The potential volume was there, there were service-men who liked the idea of working by themselves with no customer contact, and there was an old warehouse. With these three factors, a willingness to invest some cash and time, and a responsible manager, the Trade-In Center has built itself up to

where it "sells" over 140 units a month to the five Greenley stores. More to the point, those five store managers cheerfully confess that in Flint's competitive market, reconditioned merchandise turns in a net profit noticeably bigger than the equivalent amount of new appliances, though, of course, in total dollars, there is no comparison.

The key is that this is guaranteed merchandise—and the tag on it reads "This is a tested and approved Greenley's genuine factory rebuilt. Guaranteed and serviced by Greenley's." In each "Rebuilt Appliance" sales room—"Greenley's doesn't sell used appliances," say the salesmen—there is a poster that details the terms of this guarantee and service. Scaled to price, the guarantee offers 30-day free exchange on low-priced units. The next bracket, except in TV, offers six months free parts and 30 days free service. For top dollar, in white goods, Greenley's gives a year on parts and 90 days free service. Television

Inventory of reconditioned sets is examined by manager Stuart Grove, left, and store manager Lou Novar. Managers of firm's five outlets can either make their "buys" from the Trade-In Center in person or order a selection of appliances in predetermined price ranges.



Good refinishing is one reason Greenley's gets top price for rebuilt units. Paint job on appliances costs the firm about \$8 and results in a "like new" finish which the firm protects (and publicizes) with a plastic tarp. TV sets are re-lacquered before being put on sale.

Here's How a Retailer Runs a Reconditioning "Factory"



One key to firm's guarantee on reconditioned appliances is extensive testing done on such merchandise. TV sets are burned in for at least 48 hours and all white goods are run through a full cycle.



Units are completely rebuilt in the Greenley Trade-In center. Work being done on this Maytag wringer washer is typical. Transmission, center post, wringers and tub gasket are all replaced with new factory parts. TV sets get new picture tube, average of ten new receiving tubes.

OLD ONES

low-enders get a free service policy for sets delivered to the service department, and there are three guarantee brackets, ending up with 1 year picture tube guarantee and 90 days on parts over \$89.

To make money with this system, Greenley's have to go all the way on rebuilding. Every TV set, except the low-end sets, gets a new Philco picture tube, and an average of ten other tubes (Greenley's tried rebuilds—they didn't work). On most washers, they replace all working parts—wringers, center posts, transmissions, etc.—mostly with new factory parts. When they do rebuild assemblies, they use factory components. Greenley's burns in rebuilt TV sets for 48 hours or so, and tests all the white goods in operation.

The Trade-In Center occupies a building of its own with space for work on washers, ranges, refrigerators and TV, plus an inventory of trade-ins—both finished and waiting for work—that averages about 150 TV sets, 50 washers, and

perhaps 75 refrigerators. There are five full-time and one part-time repairmen, plus a foreman.

To get that top dollar takes more than guarantees, however, and refinishing is part of Greenley's answer. Every piece of white goods gets a new coat of paint, and every TV gets a bright, shiny coat of lacquer. Just the paint job on white goods can cost Greenley's about \$10. Stuart Grove says, as they mask, sand, strip and spray with \$8 per gallon paint.

Store managers "buy" from the Trade-In Center—that is, they often go over and make a selection themselves, particularly when they need more than several units. More usually, they call and ask for merchandise by price bracket. A simple memorandum system keeps these "sales" straight. On the retail floor, they shoot for plenty of selection in order to have something for everybody. Salesmen's commissions are set up so there is no financial loss involved in selling the rebuilds.

End



This tag means what it says but the "factory" in question is operated by Greenley's, a five-store retail chain in Flint, Mich. The 140 rebuilt appliances and TV sets which come off the "factory's" assembly line each month are "sold" to the store's retail outlets where they bring top price and a good margin despite a highly competitive market.



Not many TV dealers carry sofa pillows but Pacific TV does. Partner Bill Kaplan (above) filled a window with assorted

pillows, found that firm sold \$500 worth in the course of one three month period last winter.

Pacific TV Sells Almost Everything

Furniture, garden equipment, cars, cameras and theater tickets are only a few of the sidelines this Los Angeles store added after the owners found that diversification had saved their TV business

A WILLINGNESS to diversify has saved the business of one floundering Los Angeles TV dealer. Today the store sells almost everything on which it can make a profit from furniture and toys to more imaginative commodities such as cars, tires and even theater tickets.

When Pacific TV, Huntington Park, Calif., faced disaster four years ago, it won its way back by adding a number of profit-building non-TV lines. It is now

among the top independent appliance-TV dealerships in the southern California area.

Owners Lee, Bill, and Sam Kaplan claim they are in business today because they had the foresight to diversify when TV left them flat during their third year of operation.

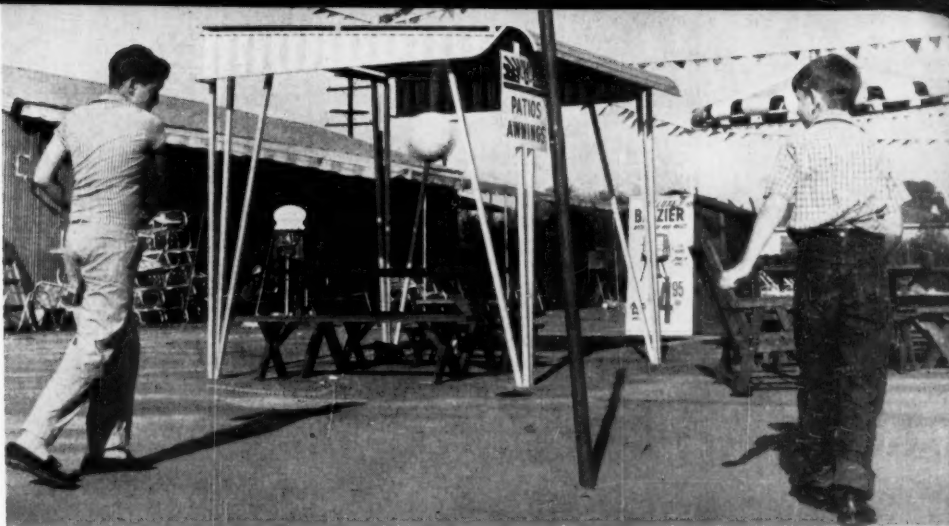
In 1952, the brothers Kaplan had come from Chicago and set up a TV unit as part of the cooperative Flash group. Operat-

ing with less than 1000 feet of selling space and \$7700 capital (mostly borrowed), they concentrated on TV and chalked up \$300,000 in sales the first year, \$350,000 the second. But volume slumped to \$123,000 in fiscal 1954 when the Flash group ran into trouble and the Kaplan brothers found themselves with \$18,000 worth of debts incurred because of the co-op's troubles.

What saved the Kaplans (and they were the only Flash unit to survive) was the fact that during the first two successful years of TV sales, the Kaplans had sneaked in a few radios and toasters to see what would happen. Enough activity had developed from this so that they began moving back the partition in their 22-by-125-

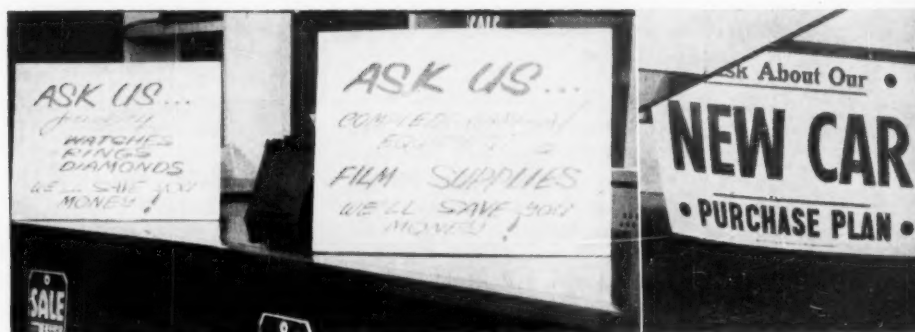


Major new sideline venture is into furniture. Firm concentrated on quality lines, contemporary designs and medium tone finishes. By the end of first year in furniture, partners believe they will be drawing 20 percent of their volume and perhaps 50 percent of gross profits from this merchandise.



First excursion into sidelines was Pacific TV's "Patio Shop". It cost the store \$10,000 to hard-top an open lot and erect an

office building but in 1957 the firm netted better than \$10,000 from the summer furniture and outdoor goods sold there.



Firm believers in referral selling, the partners have signs posted all over the store suggesting that customers ask

about products like cars, tires, photographic supplies and jewelry. Last year Pacific TV sold 24 cars.

foot store. Soon there were refrigerators, washers, ranges, and a full-line of white goods.

In the summer of 1956, the brothers initiated an outdoor furniture operation called the "Patio Shop." They took over a one-acre former trailer sales lot in the Los Angeles suburb of Pico. After a minimal investment for signs, lighting, and a chicken-wire fence, the brothers set out a line of outdoor furniture and rolled up a net profit of \$15,000 in the first six months. The venture was so successful that they repeated the program on a new lot in 1957, this one with parking space. Despite the necessity of spending \$10,000 to hard-surface it and erect a building on the lot, a net of \$10,000 to \$12,000 was expected as its first year of operation drew to a close.

This year the brothers have added additional merchandise to their stock of summer furniture, umbrellas, swing sets, pools and braziers. Margins average 30 to 40 percent.

Encouraged by their first diversification efforts, the brothers have added indoor furniture to their store. The store is now well on the way to becoming a complete home furnishings center. TV and white goods still account for about 40 percent each of total store volume, but the balance at the start of this year was in radios, hi-

fi, small appliances, and furniture. Pieces for every room in the home were stocked for the first time near the end of '57.

The owners predict that by the close of this year furniture might conceivably account for 20 percent of volume and as much as 50 percent of gross profit. The actual profit margin on furniture in the current market, they note, is easily triple that of electrical appliances and TV. The furniture lines they carry are price-tagged at 80 percent on cost.

The store has also branched out into other diversified areas. During the 1956 Christmas season, for instance, the partners did a heavy selling job on toys and wound up with a good profit. But they decided not to repeat because the same effort would have yielded better results with the basic merchandise.

During a three-month period this past winter, they filled one window with assorted sofa pillows and sold \$5000 worth—enough to keep a part-time boy busy.

A more permanent device that has worked well is a ticket agency located at a rear corner of the store. Admittedly a non-profit undertaking, it is nevertheless a good traffic-builder. It brings in an average of 200 people a week, mostly those who have the means to spend money for their homes. When tickets for "South Pa-

cific" first went on sale, the waiting line extended from back to front of the store.

A gimmick that was dropped was offering an allowance on used radio and TV tubes in exchange for new ones. The owners concluded that the fellow who replaces his own tubes either can't or won't spend money to improve his home.

From the beginning the Kaplans have recognized the value of referrals. They have encouraged their customers to come to Pacific TV for practically anything they want to buy, whether or not it is sold in the store. Tires, jewelry, silverware and cameras are sold almost every day through referrals—and the brothers really try to save their customers money.

Signs are spotted throughout the store inviting inquiries about such items. In one of the TV console display bays, near the cashier's window is a small sign which reads, "Ask about our new car purchase plan." Results? Pacific TV helped sell two dozen cars last year.

How has diversification paid off in dollars and cents? Pacific is crowding the half-million-dollar volume mark, an increase of 400 percent over four years ago. Say the brothers Kaplan, "If a month goes by in which we don't do at least 20 percent over that month the previous year, we call an emergency conference." *End*

BETTER HOME

merchandising

No matter what you're selling, it's the IDEA that counts

PHOTOGRAPHY: Serves The Retailer

There are at least two ways photography can serve the retailer; to improve customer relations, and to build profitable in-store traffic.

PICTURES OF THE KIDDIES. One feature of Romney's Hardware, Salt Lake City is a "kiddie korner." Here, while mother and father shop, younger members of the family are parked in a supervised area full of toys. Here too, each child has his picture taken with a Poloroid camera.

When the parents leave they are given the photograph, or they can be induced to return by promising the picture on their next visit. They will show it to friends and neighbors, and of course . . . it was taken at Romney's.

TRAFFIC FROM BABY PHOTOS. Doting mothers made a bee line to the Charles Merz Tire Co., Maryville, Cal., when it sponsored a "Blue Ribbon Baby Contest". Working with Graybar as a co-

op Hotpoint promotion a major appliance was given as a grand prize, plus small appliances in each age group. Entrants were required to fill out a card which checked off their appliance ownership, its age and condition. Each indicated what their choice of a prize would be in the event they won and also received a cash certificate to apply towards purchase of a Hotpoint appliance. The local Graybar distributorship handled 50 percent of overall advertising and grand prize costs.

EXPLODING BALLOONS: A Sure-Fire Traffic Builder

Once a year, Herman's Department Stores in Nashville, Tenn., stage a week long, balloon discount sale. Discount slips for 10, 20 and 30 percent are wadded up and placed inside nine-inch balloons which are inflated with a specially adapted vacuum cleaner, and then strung overhead throughout the chain's two stores.

CUSTOMERS BENEFIT. With no minimum purchase required, customers

buy what they want, are then given the opportunity to pop a balloon. Discounts shown on the released slip is knocked off the price of the purchase. Herman's does not change prices on items for the event, although certain appliances are removed from the sales floor. To make it a strictly 20 percent sale, discount slips are split equally among the three categories. And Herman's makes the promotion an especially interesting affair by including 15

"purchase free" slips somewhere among the balloons.

COSTS ARE NEGLIGIBLE. Including the kickoff ad in four colors, radio spots, balloons and window banners, the promotion costs approximately \$500. This is exclusive of the discounts granted on merchandise sold. So far the only drawback has been the wear and tear on the store's balloon stuffers, and stringers.

FISHING FOR GOODWILL: Not So Hard This Way

GOODWILL BY THE PONDFUL. That's what is generated by Jackson Brewing Co., New Orleans, in its annual Golden Gill Fish Hunt, an activity which literally takes the city by storm each June-August.

HERE'S HOW. In its 1958 version of a promotion that could easily be scaled down to size by any appliance dealer, the brewery assigned values of \$25 to \$10,000

to a total of 821 fish of six species, tagged each fish with a number, and released all in local lagoons, canals and lakes. With \$60,000 worth of fish on the loose in a contest open to all who could bait a hook, reaction was tremendous. Hundreds who had never held a rod became fishermen. Sporting goods stores' tackle sales jumped sharply. Jackson's beer sales soared throughout the area.

Looking for a good publicity source

to supplement radio, TV and newspaper time and space, the firm cannily arranged a taxi driver tie-in, gave \$10 to each cabbie who drove a winner to the brewery to collect his prize.

EASY TOO. Tagging and releasing of contest fish was handled for the brewing company by the Fresh Water Fisheries Section of the Louisiana State Wild Life and Fisheries Department.

The collage includes several distinct advertisements:

- Guaranteed First Quality FAMOUS KENMORE WASHER**: Promoting a washer with a price of \$68.
- OUR MOST POPULAR TV at Over \$50 OFF!**: A large ad for a 21-inch console TV, priced at \$148.
- Kenmore 30-INCH GAS RANGE AMERICA'S BEST SELLER!**: A range priced at \$129.
- Big 21" Inch TV**: Another TV ad, priced at \$77.
- SEARS DAYS SALE**: A large banner for a sale event.
- OUR GREATEST HEATER SALE OF THE YEAR**: An ad for a heater, priced at \$17.
- TRUE LOW PRICE for True Giant Refrigerator Convenience 13 CUBIC FOOT COLDSPOT**: An ad for a refrigerator, priced at \$177.
- Portable TV**: An ad for a portable television, priced at \$88.
- Kenmore Winger Washer**: An ad for a smaller washer, priced at \$68.

"Sears Doesn't Scare Me . . ."

. . . says the author, a salesman for a New York City appliance store. He spent his vacation shopping Sears' appliance departments and made some surprising discoveries—including the fact that he can undersell his giant competitor

S EARS, Roebuck and Company, that much abused bogey man of the retail appliance selling scene, is in reality very human.

Strange as it may seem to those fed on tales of Sears invincibility, that great retail chain sells its white goods much like the rest of us. Special visits to Sears stores by the writer, an experienced retail salesman, ostensibly out to buy a washer, but actually after the details about Sears "awesome" selling methods, revealed the following facts:

(1) Sears selling prices are not fantastically low. The average dealer can sell for less and make a profit.

(2) Sears salesmen stress Sears reputation and service rather than price.

(3) The Sears salesman will pull the Whirlpool bit to make a sale, but as a last resort and then with a unique twist.

Wearing work clothes, I walked through the doors of a typical Sears store in a busy shopping center and turned towards the clean and spacious white goods section. I halted at the washer display. The floor was not crowded. A lone salesman was in sight, sorting out display cards. As my eye swept the washers to get some idea

of price or model number, I noted that they did not bear any price tags or other marking. Occasionally, a washer bore a placard stating that \$5.00 or \$10.00 down delivered, but that was all. Like so many other stores, Sears does not care to have the customer walking around jotting down price information without giving the salesman a crack at him. I opened the lids of several washing machines. The insides were most definitely Whirlpool. But the outside appearances were different. And, of course, the washers bore the Kenmore nameplate.

"It's Only Semi-Automatic"

At that moment, the salesman approached me. A short, fortyish chap, he politely asked if he could help me. I told him I was in the market for a 24" washer, and pointing to the one which looked the cheapest, I asked him the price. "\$139.00", he answered. My eyes lit up. "But you wouldn't want it, sir", he added, "it's only semi-automatic."

I quickly asked to see the cheapest fully automatic machine. He took me over to a one hose, one cycle washer comparable to a 1958 Whirlpool model being sold today for

\$169.00, even by department stores. "What is the price?", I inquired, fully expecting to be floored by an incredibly low price. "\$178.00", he replied to my utter amazement. I realized that even the comparable 1959 Whirlpool, much nicer in appearance and with a dealer cost in the neighborhood of \$169.00, could be profitably sold at this price if necessary to meet Sears competition. And I pictured the other famous brand washers, one cycle, one hose, which we carried, that could be sold for less than \$178.00 and which would give the dealer a profit in the neighborhood of \$30.00 per unit.

Coming back to the situation on hand, I asked to see the two hose, two cycle washer. He led me to a machine, again similar to last year's Whirlpool model in appearance. "This will cost you \$198.00", he advised. Again I gasped mentally. It was the same story. We had sold a comparable Whirlpool for \$199.00 (cost \$169.00) until the inventory ran out. And the much nicer looking 1959 model with a cost of about \$181.00 was available if Sears price had to be beaten. Again I pictured competitive brands we could sell at better prices and make a nice markup. Where were Sears vaunted unbeatable values, I wondered, especially since Sears is its own distributor.

A One Price Store

"Can you do any better?", I insisted, in the manner of customers too numerous to calculate. "No sir", he replied firmly. "Sears has one price, but remember, we do

(Continued on page 66)

Good Management Is the Key to Profitable Service



Soliciting repair business not only keeps service shop busy the year around but also provides a good number of leads for salesmen.



A willingness to pay top salaries for skilled personnel has been a key factor in Reeder's success. Wage level enables Reeder to keep

highly trained technicians (who specialize in various products) on his payroll and also enables him to attract productive men.

Reeder Makes \$7,000

Seven years ago George Reeder's store in Joplin, Mo., accepted only warranty calls. Today Reeder handles all the service he can get—from dealers as well as consumers—and makes over \$7000 a year in the process

MOST dealers wouldn't make any radical changes in an operation which was grossing \$30,000 a month and showed no sign of any leveling off in sales. But when George Reeder bought such a business in downtown Joplin, Mo., seven years ago he looked ahead and started a drastic revision of the operation.

As a result, the dealership is in pretty fair shape today despite the 15 percent unemployment situation which existed in the area during last winter and spring. The monthly gross has dropped to \$21,000 but this is offset to some extent by higher net profits.

Reeder made a number of changes in all phases of the store's operation when he took over. None, however, was more important than the expansion program in the service department. The service staff was increased from two to seven; instead of a strictly warranty-backing operation, the department became a complete service headquarters with all appliances accepted for repair and an invitation hung out for the service work of other dealers in the area.

Reeder's now has a solid nucleus of

dealers from a 60-mile radius who haven't the need for their own repair shop and the minimum \$100 weekly overhead that goes with a service department. Heavy income from dealer accounts is a strong factor in the profitable picture which exists in the service shop. The Reeder policy involves charging dealers the same for service as the general public. Dealers pay the same \$3.50 per hour flat fee plus material costs, as anybody else.

Netting \$7,000 a Year

"In our efforts to satisfy the over-all service requirements of the area we lost \$7,200 the first year," says George Reeder. "But we've made \$7,000 a year in this department the past two years and we'll do better than that this year. We don't discount the role service holds in keeping our sales turnover constantly high despite the local slowdown in work and sharper competitive practices."

In developing one of the area's finest service setups, George Reeder realized that the heart of any good shop was its personnel. His first move was to attract the highest-calibre servicemen available

in the area by offering a guarantee of \$80 a week salary with the opportunity to earn extra commissions on parts and labor. Reeder servicemen are making an average of \$110 a week in an area where the prevailing salary for this type of work is between \$50 and \$60.

"With this plan we've eliminated the type of serviceman who is content to just get by and earn a monthly income of from \$200 to \$300," Reeder declared. "Not only are our servicemen highly skilled, but they're ambitious and energetic. Attractive compensation has also all but eliminated personnel turnover."

All members of the seven-man crew attend at least one factory service school each year, with the owner picking up the tab for expenses. Each man is a specialist in one service field, with one man on refrigerators exclusively, another servicing home laundry units, etc. There is little overlapping of fields.

Earning Their Pay

"To justify the treatment given service personnel, we expect their cooperation in building a profitable department," Reeder advised. "The first year I initiated the new service look, callbacks, which resulted from oversights and inefficiency on the part of personnel, accounted for sixty percent of the calls. They were too costly. We've cut the figure to a little over two percent by putting a good share of the



No more than ten steps separate each specialist from the tools and parts needed to service the products he handles in Reeder's shop.



Service men shoulder their share of responsibility for successful operation of Reeder's business. For example, they are expected to

take care of their trucks, must pay half of repair costs on any truck maintenance that doesn't result from normal wear.

a Year on Service

responsibility for callbacks on the servicemen's shoulders. When there are indications that the serviceman failed to do a good job on the first call, we take the \$3.50 per hour charge out of the serviceman's pockets when he has to go back. The measure is effective because we enforce it."

"Good equipment maintenance practice is another area where we expect, and get, the serviceman's cooperation," the dealer says. "Service personnel assume full responsibility for the maintenance of our four service trucks. They pay fifty percent of the repair costs on any work that doesn't result from normal wear. If failure to keep oil in a truck necessitates repair, the serviceman pays half the tab. If they tear something up because they drive a truck too fast, they pay half. This regulation is always enforced without exception."

"The value of this program," Mr. Reeder said, "is shown by the fact that two of our four trucks are of 1950 vintage and still running smoothly. One has over 200,000 miles to its credit and has needed little repair. With the penalty for failure to maintain their equipment properly, servicemen are inclined to give it loving care."

Convenient accessibility to tools and parts is a characteristic of the 1,250 square foot service setup. The comparatively complete \$5,000 parts stock is re-

garded by the dealer as fundamental to operating a good service setup. All the basic parts and tools needed by each service specialist are within a ten-foot radius of the workbench, or area, assigned to him. Protracted delays resulting from failure to have the part needed to do the job destroys confidence of service customers, says George Reeder, and a dealer shouldn't count on falling back on the distributors for a needed part too often since they aren't always able to come through.

Only Salesmen Sell

Reeder service personnel aren't expected to do any selling as part of their job. Only one of the seven servicemen does any selling to amount to anything and he has a natural aptitude for it, according to Reeder.

"Normally, servicemen are an entirely different breed of cats from salesmen and completely incapable of developing skill in a pursuit which they know nothing about. When our servicemen encounter a situation that looks promising for a sale, they are trained to phone in and ask for the services of a salesman."

Salesmen, on the other hand, accompany service personnel on installation work, even lending a hand when possible. The dealer feels this policy has several rewards. Salesmen gain a "smattering of nuts and bolts knowledge," which comes

in handy in discussing merchandise with prospects. It also permits salesmen additional contact with the customer and the opportunity to make a first-hand appraisal of other appliance needs. Third, Reeder's salesmen always ask for the names of neighbors and suggest that the customer invite several of them in to see a demonstration of the new appliance.

Comprehensive service is used as an effective entree in telephone solicitation at Reeder's. When salesmen use phones during leisure moments, their conversational opener with the person at the other end is to ask if there are any ailing appliances around the house that need servicing. "Whether the answer is in the negative or affirmative, we tell them about our all-inclusive service capabilities," the dealer comments. "A good many of the people called have an appliance that isn't performing properly which we suggest we pick up and repair. Some of these people lack the ready funds needed for service-work and we suggest they open an account with us. Thus we've even developed credit customers with service."

"Whether the homeowner has a sick appliance or not," Reeder states, using service as a starting subject puts the conversation on a more amicable plane than a straight-selling discussion. We uncover some replacement business by unearthing appliances that are too far gone to repair with these telephone calls." *End*

idea digest

Here are four business builders which have paid off for their dealer initiators. They're just one example of the type of showmanship which costs little, yet pays off in profits



BEFORE

PROBLEM EXTERIORS aren't always the obstacle they seem. Rosella's Appliances, Greenville, Miss., was faced with the sidewall of old painted brick, antiquated windows, and ungainly, unused double doors shown in the picture above. Their answer, right, cover the offending area with a billboard as modern in design as their actual store front. Erected by a local outdoor advertising firm and leased to Rosellas for \$52. monthly the 33' by 12' board is made of porcelainized panels in an aluminum frame. In addition there is an individual box for line posters which are changed frequently. Maintenance, including application of the posters, is the responsibility of the advertising company.



AFTER



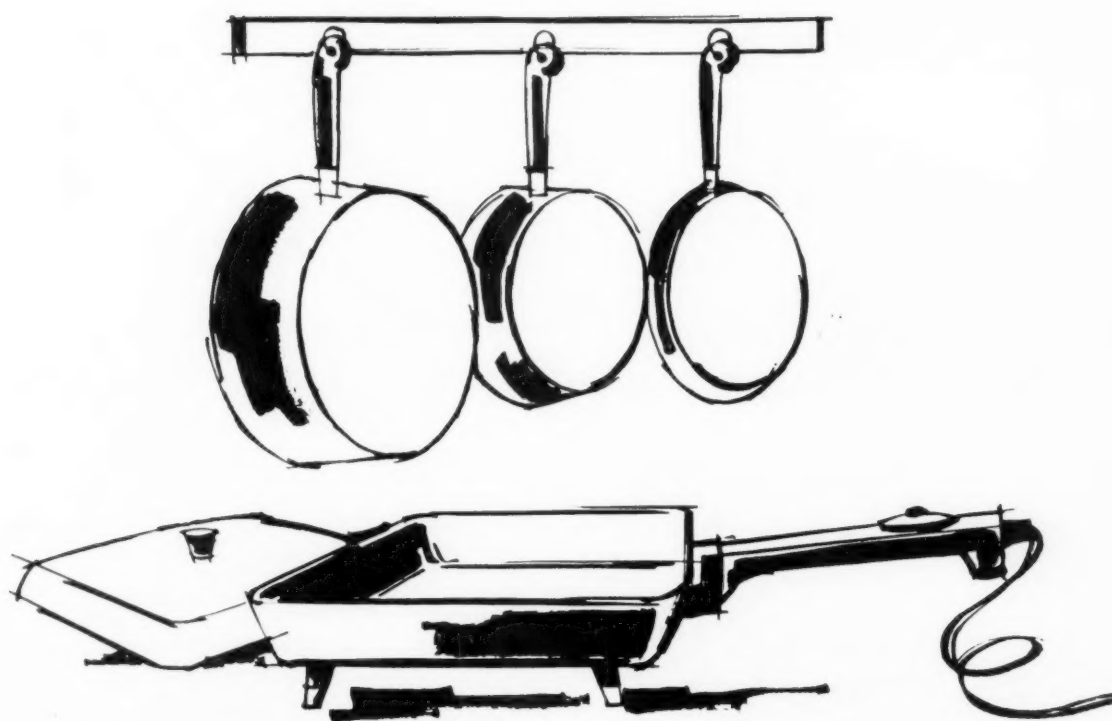
SHREVEPORT DEALER. S. Winston Brown has some "soapy salesmen". These salesmen are simply cases of Tide, which the Louisiana dealer offers to customers furnishing leads which result in a sale. It all began when Brown began selling washers with a sample box of Tide included. Figuring that the customer would soon need more, Brown hit upon the sales producing idea of offering a case for each lead. One other advantage: the dealer maintains contacts with customers who come into the store frequently to report on likely prospects.



CURRENT INTEREST in gourmet foods and fine cooking is used by Bloomingdale's in New York City to build traffic for its housewares department. Store arranged for food and wine consultant Alvin Kerr to run a twice weekly course called "Arabesques in the Kitchen". In picture above Kerr shows customers how to use G-E skillet in making "Chilis Rellenos con Queso".



"SHOW ME" TRAILER The average dealer will probably want to be shown when it comes to buying a promotional appliance model. So, distributor salesmen for Nunn Electric Supply Co., in Lubbock, Texas, actually show their widely separated customers sample models with the aid of a trailer attached to their car.



If you want to sell housewares, go where every page is full of ideas that sell: Better Homes & Gardens, the family idea magazine. It's impossible to go through any issue of Better Homes & Gardens without finding hundreds of ideas that sell housewares, directly or indirectly. How do BH&G reader households compare with the U.S. average in adopting new housewares ideas? For instance: more than one out of five BH&G readers live in households owning an electric deep fat fryer — and that's 62% above the U.S. average!

During the year 1/3 of America reads



*... the family
idea magazine*

AN INDUSTRY
FIRST! FOR SMALL
UNVENTED ROOM
HEATERS, RECESSED
WALL HEATERS,
THROUGH-THE-
WALL HEATERS!

*New
of*



For manual operation—C590 Gas Cock Pilotstat*—
with or without pressure regulator. You get depend-
able 3-position gas cock automatic pilot safety.
And, as with all these Honeywell low-priced con-
trols, the pressure regulator is located *properly* in
the gas stream to provide maximum flexibility for
all types of installation.

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Honeywell line low-priced controls



For self-contained thermostat operation, V5150—
with or without pressure regulator. Features snap-
action remote bulb thermostat. The V5150 is spe-
cifically designed for lower capacity heaters, as is
the complete line of controls illustrated. All contain
Honeywell quality components; all are competi-
tively priced.

*For complete information on Honeywell's low-priced line of
heating appliance controls or Honeywell's complete control line,
call your local Honeywell office. Or, write Honeywell, Dept.
EM-12-166, Minneapolis 8, Minnesota.*



For wall-mounted thermostat operation, V8149—
with or without pressure regulator. This precision-
engineered gas control is operated by 24-volt wall-
mounted thermostat (ideally, the popular T-86
Honeywell Round). All of Honeywell's low-priced
controls can be easily serviced in the field.

Honeywell



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Stereo/Fidelity 4-Speed Con-
sole. Blonde or Mahogany
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PRICES!

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Current line STEREO models priced to help you sell the whole year through!

PROMOTE these **QUALITY** stereophonic consoles for the exceptional value they represent in a market of rising prices!

This is not a dealer loading program or a "baker's dozen" for a privileged few! These are current line models with established list prices. They are available to everybody in any quantity!

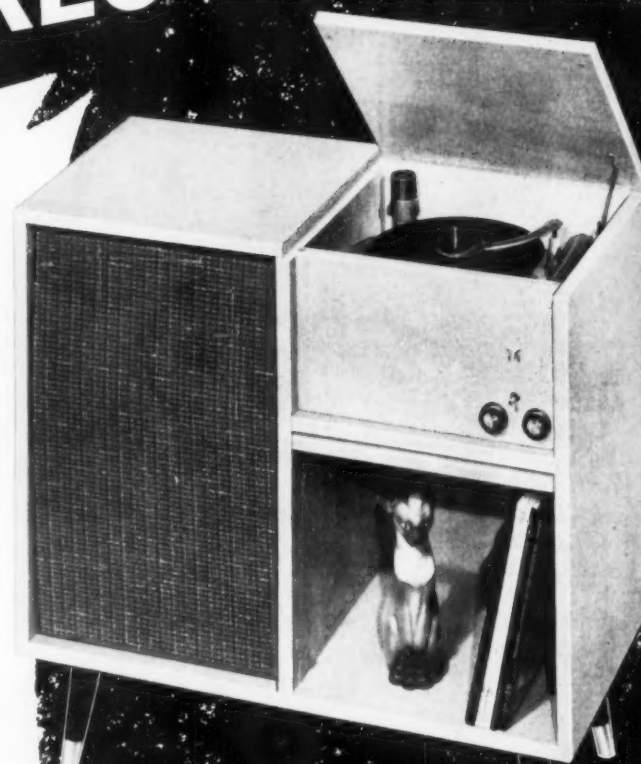
These leader models at the "high-end-of-the-line" have full catalog exposure, factory-published pricing, catalog sheets, ad mats and National Advertising!

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YOUR CHOICE
FOR MUSIC IS—

the **VOICE of MUSIC**

Good illustration of how lighting can be both practical and decorative is found in this kitchen. Fluorescent lighting in complexion-flattering new "home-line" color is the mainstay of the perimeter "task" lighting and the center ceiling fixture. Under-cabinet strip spans counter-top, putting light down on work sur-

faces; second strip over cabinets reflects from the ceiling to augment general lighting effect. Incandescent reflector bulbs in downlights add sparkle and helps to build up light level at range-top and sink work areas. Luminous ceiling is decorative feature used in storage niche at right.



Let Good Lighting Sell Your Kitchens

Lighting is both practical and glamorous. It not only provides vitally needed illumination for kitchen work centers; it also furnishes the finishing touch which makes a kitchen come alive---and makes it easier to sell

By JAMES H. JENSEN

Supervisor, Residential Lighting Development General Electric Large Lamp Department

MORE ▶

DO you have any idea of just how important good lighting is in planning a kitchen?

Nowhere in the home is lighting more important—because kitchen seeing is critical. As a matter of fact, many kitchen “seeing jobs” correspond in difficulty to those which are performed in critical industrial operations.

Manufacturers have long realized that there are few jobs more difficult visually than color differentiation. For instance, they make sure color inspectors have plenty of light. Yet Mrs. Housewife does exactly the same task when she peeks in her oven to check how well done the roast is. Reading a micrometer is no more difficult than seeing that all the sand is rinsed out of the spinach, and to sew with black thread upon black fabric is among the most difficult of visual tasks, harder than almost any seeing job found in office or industrial work.

Yet in a huge majority of existing American kitchens today the only illumination comes from a woefully inadequate center ceiling fixture which gives neither enough light nor light in the right places.

This is because about 85 percent of all the seeing jobs done in the kitchen are per-

formed at the work surfaces around the perimeter of the room. With her back to the center fixture, the housewife is working almost totally in the shadow thrown by her own body.

When she wants to check for soft spots in the peaches she's peeling (that's as hard as inspecting fabric for flaws) her only recourse is to twist around sideways to let some light on the work—thus adding muscle strain to eyestrain. Now, it would hardly be polite (nor good salesmanship) to leave the lady in such a predicament, so before you're through reading this you will have the answer to her problem.

Why A Lighting Service?

But for the moment we hear the gentle murmur of sound management, ticking off: “. . . good market potential, good consumer acceptance, but light-conditioning sounds complicated. What's in it in dollars for dealers?”

Fair enough. Here's the answer:

• Light-conditioning adds real value to every kitchen job, where it shows, where it helps, where it's psychologically desired and practically justifiable. Every kitchen prospect wants Light for Living, but she

also thinks it must be too expensive.

• Next, light-conditioning is an added “expert service” which the kitchen dealer can offer his prospects. It is a service which it is almost impossible for the prospect to buy elsewhere in a complete package. Light-conditioning a kitchen during a complete electrical renovation costs less than at any other times, except possibly during initial construction. And light-conditioning is a service whose cost it is nearly impossible for the customer to break out financially from the rest of the kitchen dealer's package price.

• Third, light-conditioning is inexpensive compared to the price of a complete kitchen, but statistics show it can quadruple the customer's normal lighting purchase—a purchase that must be made anyway. On a national average, it has been shown that even minimum standards for Light for Living, as recommended for Medallion Homes, will raise the home's investment in fixed lighting from \$50 to \$200.

• Fourth, light-conditioning is a valuable merchandising aid. Good lighting is perhaps the thing that most powerfully “sets the stage” for selling a glamour kitchen. Not only does it make kitchen work easier and pleasanter, it spotlights the glistening appeal of everything in the kitchen.

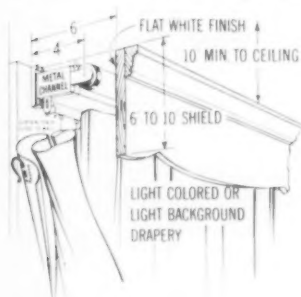
Continued on page 65

Simple, versatile and inexpensive

Structural Lighting

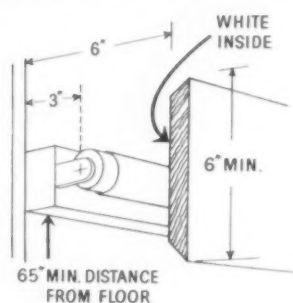
. . . is actually “built-in” lighting which can give a custom-made quality to your kitchens. Here are the five basic techniques you must know in order to achieve this effect.

VALANCE: a strip of fluorescent lamp channels mounted on the wall above a window behind a shielding faceboard, open at top and bottom to let light wash wall surfaces upward and down. The channel should



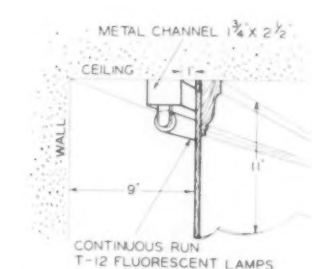
be mounted far enough away from the wall so that the fluorescent tube extends in front of the curtain material. The valance duplicates at night the normal sunny effect of light at the window spaces.

BRACKET: the same physically as a valance, but not located over a window. Extremely versatile, the bracket can be used lower on a wall to produce even, large-area task lighting. It is useful over cooking



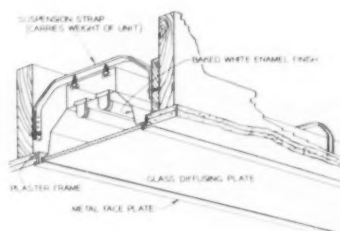
units and counter tops. Topped with diffusing glass or plastic, it becomes a decorative shelf, illuminated from below. The bracket highlights the vertical surfaces of the room, enlarging its appearance and giving it an overall architectural unity.

CORNICE: another variation of wall lighting. Here there is a fluorescent strip mounted on the ceiling, while the shielding board hangs from the ceiling parallel to and 6 to 12 inches from the wall, directing all the light behind it downward. Usually running wall-to-wall, the cornice is popular for dramatizing wall hangings, draperies, and



groups of mounted bric-a-brac. But it is not usually suitable for task lighting. To provide adequate work lighting it can be transformed into a soffit.

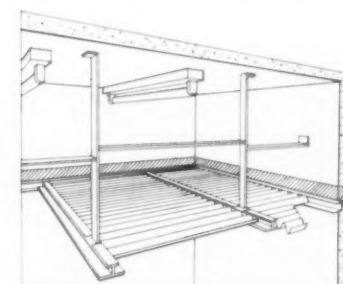
SOFFIT: a cornice which extends further out from the wall and hides two or three rows of fluorescent lamps. Because of its extra width, the tubes in this kind of lighting



device would be visible at the bottom without some translucent diffusing shield. Properly applied, this is a clean, effective lighting tech-

nique in a dining niche or over a sink. It can well be used over a work surface in a cavity between groups of cabinets, too. Similar in appearance and function are luminous panels which have been recessed between joists.

LUMINOUS CEILING: the ultimate here is to cover a whole ceiling of light sources with a wall-to-wall diffuser. Appealing because it simulates the effect of skylighting, the luminous ceiling will doubtless



grow in use in residential kitchens. Because proper design of this form of lighting is more exacting than the other structural lighting techniques, it would be helpful for the kitchen dealer to check his proposed plans with an authority such as the lighting designer at his local electric utility. The manufacturers of packaged luminous ceilings are also most helpful in supplying advice on this type of installation.



Simple structural lighting provides both general and localized illumination in this kitchen. Perimeter lighting is actually both soffit and cove since vertical shielding board does not extend up to ceiling. Light escapes over it and is reflected

from ceiling. At same time, light from soffit comes directly down from diffusing plastic panel and illuminates work surfaces. Note simple fluorescent bracket above breakfast bar. This visually separates dining area from rest of kitchen.

A Portfolio of Well-Lighted Kitchens . . . check them

for ideas you can use in your next installation



Unusual soffit allows light to escape horizontally across ceiling as well as vertically between cabinet groups. Fluorescent strip lighting under cabinets tailors glare-

free brightness to the counter tops. In ceiling, recessed reflector downlight adds a needed punch of illumination to the heavy woodblock table.



Dramatic luminous ceiling gives effect of skylighting to this kitchen. This new lighting technique gives extremely even, almost shadowless lighting. Shielded under-cabinet fluorescent strips have been used because of massive cabinetry. Ceiling is constructed of rows of fluorescent lamps running lengthwise above wooden battens holding the diffusing panels.



Even modestly priced kitchens can enjoy benefits of good lighting. Big, ceiling-mounted fixture is broad enough to be, in effect, a miniature luminous ceiling which softens shadows and provides good general illumination. Note that it extends over sink. Under-cabinet fluorescent strips give good work area light and glass-topped bracket above range is both decorative and practical.

Light conditioning can be just as valuable in a small apartment kitchen as it is in larger rooms. Here structural lighting in cove reflects a soft wash of fluorescence from white ceiling and serves as general illumination.



YOU CAN BUY AS WELL AS A DISCOUNTER

STORY STARTS ON PAGE 41

This discount amounts to 36 percent at an annual rate. You pay the bill only 20 days early and two percent for 20 days is over 36 percent per year, which makes good reading.

The next smart move is to study the price breaks in your distributor's quotation sheets. Suppose your vacuum cleaner sheet looks like this:

Quantity	Net Cost
1	\$35.00
10	34.00
25	33.00
50	32.00
100	30.00

If you average 23 cleaners a month and order monthly, naturally you'd buy 25 instead of 23 and save \$25 on the order, but are you missing a bet by not buying 100? One hundred cleaners in lots of 25 would cost \$3,300; one order of 100 would total \$3,000, a saving of \$300. Your average inventory in the first case would be \$412.50; in the second case \$1,500 or \$1,087.50 more. Assuming it takes five months to move 100 cleaners, your \$1,087.50 investment would earn \$300 every five months or 66 percent per year.

Apply the same analysis to the economics of carload lots. If you consistently sell 50 major appliances a month, there is little risk in buying a carload of 75 staples every other month. To encourage quantity purchases the distributor should concede freight charges and a discount of about 4½ percent, making a total price advantage of some 5½ percent. The additional capital you invest for the extra month pays you a return of, again, about 66 percent.

What Is the Best Price

Next you tangle with the Robinson-Patman act, which was supposed to make price discrimination illegal, but has no teeth a smart lawyer can't pull. When I first argued for extra discounts, the distributor's man rolled his eyes in horror, because, he said, such concessions would land him in jail! So, in my innocence I quit arguing until one day the distributor's billing department made an unpardonable sin and sent us two of our competitor's invoices. He was buying about 3 percent cheaper than we were! As an

old-timer he had been elected to the club on the basis of seniority, not greater volume. I returned the two invoices with a caustic letter to the distributor. After a discreet interval I received a new set of price sheets with a nice letter advising that due to my exceptional showing I was getting a 3 percent break.

After I learned that most distributors interpret the law to read, "Don't grease a wheel unless it squeaks," I developed a talent for squeaking. One distributor showed me his A, B, C, and D schedules and gave me the A rating admittedly because he needed an outlet on the main street. Another claimed the dealer classification was derived solely by a formula so complicated that only an IBM machine could calculate the answer. When I showed him offers from his competition, he immediately got the right answer.

If your price bracket is legitimately determined by sales volume, and you are stalled at the threshold of your next price drop, it pays to spend some extra money and sales effort to earn the better classification. The price-volume relationship has a snowball effect; if you invest your extra margin in promotion your sales build up faster until you are soon buying at the most favored level.

While achieving the ultimate pricewise, don't overlook free floor plan possibilities. The usual ½ percent per month on the trust receipt balance adds up ominously for the average store. Sell your distributor the idea that you, as a main street volume dealer, provide the most desirable showplace in town. Argue that it is wrong for you to pay him \$1,000 a year, when it's his privilege to use your choice display facilities. Convince him that you deserve a better break than he gives a cross-roads dealer in the alfalfa belt. We swung one deal by agreeing to feature exclusively a certain line in one window for six months. We got 75-25 advertising co-op too.

Don't settle for 50-50 co-op without a battle; 75-25 or 100 percent is money in your pocket just as much as a price reduction. As a local advertiser you buy newspaper space cheaper

than a national advertiser. It is only right therefore that the distributor pass the saving on to you, particularly when it sells his product by the carload. Always push an angle that will build up your volume while the distributor picks up the bill.

Time Your Buying

They say the secret of the stock market is to buy low and sell high. That principle is no joke in the appliance business. Every December we bought our window fans, lawn mowers, barbecue sets etc., and in the summer we ordered our heaters, toys, anti-freeze and other winter specialties. By timing our commitments when the factories were hungry we could often wangle 15 percent extra discount with three months billing to boot.

One summer we noticed many inquiries for 1½ hp. room coolers failed to develop into sales because of price. Even the distributor admitted the model was out of line, but stuck to his price. By December we knew he was worried because his auditors were demanding a 25 percent write-off on any coolers carried into the next year. A couple weeks before Christmas we phoned the distributor and offered to take the 1½ hp. coolers at his actual cost. It was a shot in the dark, but it worked. He avoided the 25 percent write-off and we got a profitable special which was so good our summer prospects came back and nearly cleaned us out by New Year's.

Use Group Buying

If the big dealer gets most of the breaks, what's the little fellow to do, quit? Not at all! If he's smart, he gets the same breaks by group buying. I learned that from a TV distributor's local representative. He was an eager operator, bright enough to realize that what was good for his small dealers was good for him. Once a month he canvassed each independent dealer and accumulated a carload order of popular models. The order was written in the name of one store, but the billing was separate, none of us knew what the others bought, and the distributor's man supervised the break-down of the

car on arrival. What is most important, small as we were nobody bought TV cheaper.

Unfortunately many appliance representatives shun the extra work and responsibility of organizing pool car shipments. That, however, is a minor problem. In the larger cities there are pool car distribution warehouses. For about 50 cents per appliance they will handle the paper work, unload the car, segregate the items, handle damage claims, and spot your order on their platform.

If your town doesn't have a pool car distributor, the railroad or motor freight agent may be persuaded to handle the coordinating in return for the freight business. If that's out, it is still good economy to retain a public accountant, local trucker, or shipping agent as a third party to handle the details you wouldn't delegate to a competitor. Any quartet of dealers within a 25 mile radius can easily cut their appliance costs \$10,000 a year by group buying.

The first essential to group action is a leader to stoke the fire. Perhaps that's you. To keep the organization alive, get the group together informally for monthly meetings. Start each meeting with a short discussion under an elected or rotating chairmanship. Encourage the frank examination of common problems and the free exchange of ideas. A time limit on the sessions may be enforced by a call to dinner, followed by the usual bull-fest with refreshments financed by the absentees.

It is quite true that there is no room for defeatists in the appliance business, but the opportunities knock as loud as ever. The customer still prefers quality, service and a recognized brand. The mail order, super-mart, and discount houses may have temporarily placed the accent on price, but even there the aggressive, thinking independent need not be at a disadvantage.

By ferreting out the best sources, purchasing in economic quantities, insisting on the best possible price, co-op, and floor planning, the independent can cut his costs 10 to 20 percent. This dealer is a busy man, continually the aggressor, but he loses no sleep over discount houses or beating the NARDA averages; he's got it made—and so has any independent with the imagination to get out of his rut. *End*

LET GOOD LIGHTING SELL YOUR KITCHENS

STORY STARTS ON PAGE 61

A word about overhead. Adding a Light for Living service will not require that you carry a forest of fancy, expensive lighting fixtures in your showroom to please a variety of customer tastes. Paradoxically, the nature of your business may well make it possible for you to add a custom lighting service with less inventory investment than would be needed by any other kind of lighting dealer.

Here's how. By stocking a few sizes of the simplest and least expensive kind of fixture—fluorescent lamp channels complete with lampholders and ballasts—you have the electrical basis of that most desirable and saleable commodity, "built-in" lighting that gives a custom-made quality to a kitchen.

Known as "structural lighting" in the trade, this type of illumination combines the nearly unbelievable qualities of luxury appeal to the customer with low cost, simplicity of installation, and extreme versatility.

Certainly some customers will prefer commercially available fixtures and you may prefer them in some applications. Manufacturers' catalogs will make selection wide and easy for you. However, the unhappy fact is that the vast majority of your prospects know only enough about lighting to recognize that theirs is inadequate and irritating. This is a perfect opportunity for you to demonstrate the value of your company's services.

Where To Get Help

Does the kitchen dealer have to be a lighting expert to sell light-conditioning?

Perhaps the best practical answer to that from a commercial point of view is that some dealers already are expert and many more are learning. To compete, you may soon have to be. More about that in a moment.

But there are other good ways to get the help and information you need. Among them:

(1) Find a local electrical contractor who understands and can install good lighting systems and arrange to use his services.

(2) Many manufacturers of lighting equipment make available large varieties of lighting information, in many degrees of specialization. Typical of materi-

als useful to the kitchen dealer are the kit "Light for Living Facts for Home Builders and Modernizers", which is available from General Electric's Nela Park in Cleveland for \$1.00, and the "Minimum Light for Living Standards" of the American Home Lighting Institute in Chicago.

(3) Investigate the services your local electric utility company makes available to you for lighting planning and lighting training.

Yours may be one of the metropolitan areas which will be served in the coming year by the Academy of Lighting Arts. This is a comprehensive, intensive lighting training program developed especially for lighting sales people by the General Electric Co. on behalf of the lighting industry.

The purpose of the ALA is to provide almost exactly the kind of lighting training the kitchen dealer needs. It seeks to qualify lighting sales people to design properly, specify adequately, and more effectively sell Light for Living to the homeowner.

Graduates of the course become Certified Residential Lighting Consultants. This represents a first attempt by the electrical industry to establish a bench-mark for competence in lighting design and merchandising.

For the kitchen dealer, ALA certification can be an invaluable ally and a worthwhile investment for members of his sales staff.

How To Light A Kitchen

The fundamentals of light-conditioning are simple, tested, and true. They are (1) enough light, (2) arranged so it illuminates the seeing task without glare or shadows, (3) in a comfortable visual environment, without harsh contrasting lights and darks.

Since the great majority of kitchen tasks are performed around the perimeter of the room, the lighting, too, should be tailored to these areas *by being at the perimeter of the room over work spaces.*

It is our purpose here merely to acquaint you with the type of visual tasks that need lighting and their location, and to show you the basic tools of structural lighting which form the perimeter lighting so badly needed by the lady contortionist whom

we left peeling peaches disconsolately in her shaded sink.

As a starting point and reference checklist for your kitchen lighting, here are at least five areas where lighting is important. Two or more may be combined, but all deserve adequate lighting.

They are:

- The sink area;
- The range and cooking center;
- The food preparation and mixing center;
- The dining area;
- The center of the room.

The last area is there to remind you that perimeter lighting should not be considered a replacement for the center fixture or other general lighting. Not only would this destroy the overall light and cheerful entity of the room which usually depends on general illumination, but your prospect would not thank you when she tried to see into the

kitchen cabinets or do the ironing or clean the floor.

Structural lighting techniques can be used to light each of these areas. The basic structural lighting techniques which would be employed are described in the accompanying drawings.

Getting Started

What we've said here is an extremely basic explanation of good kitchen lighting. As we have suggested, there are many sources from which you can get additional information.

But before you do that, be sure you realize fully what lighting can mean to the kitchens you design. Look at the pictures on the facing page and try to imagine how ordinary they would be without the advantages of good lighting. Then talk with women about the light in their present kitchens—they'll convince you quickly that good lighting is, in the minds of the consumer, a "must" for a new kitchen. And that's why good lighting is so important to you, the man who designs that kitchen. *End*

Make friends with your customers



The gleaming finish on that new television set played a large part in closing the sale. Will it be marred by ugly scratches before it is delivered? Not if you protect it with Webb Wrapabouts. Made of water-repellent can-

vas, thickly padded and flannel-lined, they last for years. And they protect everything—the appliance, the customer's woodwork and your reputation as a service-minded merchant. Why not write for information today?



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1810 W. IRVING PK. ROAD, CHICAGO 13, ILL.

SEARS DOESN'T SCARE ME

STORY STARTS ON PAGE 53

not charge you a penny extra for delivery, normal installation, one year free service plus four years extra on the transmission."

"How about a trade in?", I pressed him, "I have a 1953 Thor automatic. . . ."

"Sorry", he courteously broke in, "we do not take any trade ins. The places that do, work from list price. They quote you \$300 on the same kind of machine I'm showing you, and then give you a phony \$40 or \$50 off and come out with a higher price than you would get here without any trade in."

Is Kenmore A Name Brand?

"To tell you the truth", I said, "you've got me convinced on your washers. As a matter of fact, a guy on the next bench to me down at the plant has a Kenmore and he raves about it. The only problem is my wife. She keeps saying it's not a name brand."

"Look mister", the salesman replied with conviction, "lots of people think that at first. But did you know that a survey this year revealed that one washer out of every three in American homes today is a Kenmore! And do you realize that only the very best washer would be sold by a firm with Sears reputation."

As I reeled under this statistical barrage, he went on. "And Sears doesn't run its service department to make a profit like the others do. With us, you don't have to call a contractor or some distributor if you need service, you call right here at the store.

We send the serviceman out!"

I was ready to take my leave. "You've got me sold", I said, "but I've got to go home now and convince the wife."

Who Makes Kenmore?

The salesman smiled at me knowingly. "I'm going to let you in on a little secret", he announced. Then he glanced around and lowered his voice. "The Kenmore washer is made by a division of Sears, Roebuck. You probably know that. But did you know that same division of Sears manufacturers the Whirlpool washer for RCA Whirlpool!"

Of course, I couldn't let him know that it's really the other way around. Instead, I thanked him for his attention and departed. With me I carried something quite important. It was the newly acquired realization that there is nothing phenomenal about this giant competitor.

On all important price, I can match or beat them if I have to.

I can offer the same or better service direct from the factory branch of any nationally known manufacturer.

To be sure, Sears has the advantage of an exclusive line. But it's quite a liability as well. For example, suppose the customer just doesn't like the lines or features of the Kenmore as so frequently happens. Can the Sears salesman switch him to another make as you and I can do?

Flexibility and good salesmanship have helped us deal with our other competitors. They're the secret of coping with Sears. End

Make money fixing appliances

**Includes helpful facts on how to
start your own business and
MAKE IT PAY!**

Here's wide open opportunity for men with the kind of training this practical library gives — doing quick, efficient, profitable repair work in the growing appliance field. The library covers all kinds of appliances, from washers and refrigerators down to hand irons and toasters — shows you the facts about how they are constructed and work, needed by the serviceman — and gives step-by-step instructions for finding the causes of breakdowns and how to correct them.

This is just the kind of information you need to get a job in a dealer's service shop or to go in business for yourself. Besides the direct methods of doing troubleshooting and repair work, the library gives you special pointers — from such things as profession testing methods and safety measures to tips on getting business, making service calls, and refurbishing appliances for resale.

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Written by a man with 28 years' experience in the field, this Library gives right-to-the-point information — shows you tested methods of troubleshooting and repairing appliances quickly, efficiently, and safely. It concentrates on types of appliances that make up the bulk of the business — covers both 115- and 230-volt appliances — shows how to build and use test equipment. Covers basic fundamentals of each appliance so carefully that you can repair any appliance regardless of make or model. Shows how to set up shop and how to make it pay. Increase your skill and your income!

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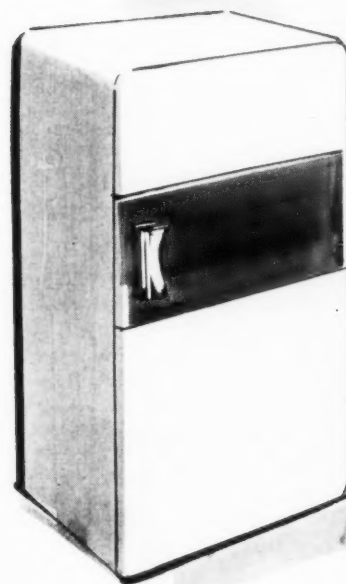
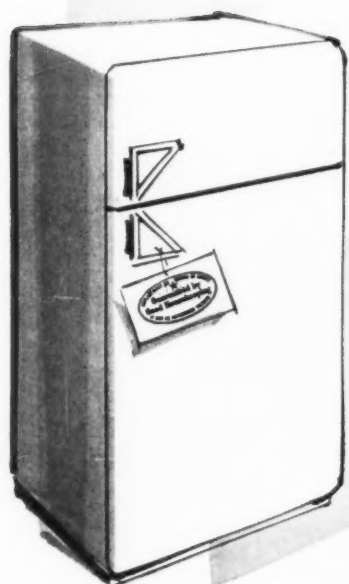
SMALL APPLIANCE SERVICING

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irons
toasters
mixers
roasters
coffee makers
& percolators
waffle irons
& sandwich
grills
rotisseries
conventional
washers
automatic
washers
rotary ironers
dish washers
disposers
electric
dryers
electric
ranges
electric
water heaters
refrigerators
& freezers
room air
conditioners**



"BUT I ONLY WANTED TO USE YOUR REST ROOM."

WHICH WILL SHE REACH FOR?



Appliance Retailers say:

"The one with the Good Housekeeping Seal!"

In a recent survey by Crossley, S-D Surveys, Inc.*, 82.5% of the homemakers interviewed said that the Good Housekeeping Guaranty Seal influenced their brand or product selection.

And the survey found matching evidence of that influence among retailers in appliance and similar stores.

Each retailer was shown the Good Housekeeping Seal and asked to rate the influence it has on his customers' purchases. He was then shown the Underwriters' Laboratories stamp and asked to rate it.

*In consultation with The Advertising Research Foundation

Examples shown to retailers interviewed:

Good Housekeeping

Retailers stating that example influences customer buying decisions:

65.3%

Underwriters' Laboratories

58.0%

When 40,930,000 homemakers are influenced in their buying decisions by the Good Housekeeping Seal — when appliance retailers agree on its influence — isn't Good Housekeeping's climate of confidence the place for your advertising?

Good Housekeeping

A HEARST MAGAZINE

Creates A Climate Of Confidence For Your Advertising





CHICAGO GEARS FOR A RECORD MARKET

VISITORS to Chicago's Winter Markets starting January 5 may not find weather conditions as mild as the accompanying picture of Michigan Avenue would indicate. Fact is, it will probably be downright chilly at that time. What they can be assured of is a warm reception at both the Merchandise and Furniture Marts, where exhibitors will trot out their newest and latest for members of the trade. Manufacturers whose wares will be on display find much to be confident about in booming fourth quarter statistics, widespread confidence in the business picture, and relatively empty pipelines, all of which add up to predictions that this year's Marts will set a new high in both attendance and buying activity.

For visitors there won't be much change in the line up of last year's exhibits. At the Merchandise Mart, about 500 appliance, radio-TV and housewares exhibitors will hold the stage while the companion Furniture Mart shows the wares of 17 range manufacturers and some 1200 allied lines. Major holdouts from the Marts are Frigidaire, exhibiting in one of the better hotels and Sub-Zero at the Conrad Hilton.

Advance reservations, and they are admittedly substantial, are not the only indication that this will be a worthwhile Market. Manufacturers have added plenty of frosting on the product cake and surprises in plenty can be expected.

New this year, is the timing of the 30th National Houseware's Exhibit at Chicago's Navy Pier and the adjacent Drill Hall which follows close on the heels of the Market's first week. The "SRO" sign is out at Navy Pier, 739 manufacturers being among the exhibitors, and the National Housewares Manufacturers Association anticipates no problems in beating last year's statistics. This means that over 11,000 buyers should be in town for the January 12th opening at Navy Pier. Possible hotel complications have been ironed out, and buyers who haven't taken the timing switch into account will find hotel space available through a special NHMA bureau.

High spot for dealers covering the Market will be NARDA's annual convention, January 11, 12 and 13, with the first meeting on the 11th at the M & M Club in the Merchandise Mart, as usual, and the balance at the Conrad Hilton. A blue-ribbon slate of speakers will be in attendance at convention meetings with George Romney, president of American Motors, and Herman F. Lehman, Frigidaire chief, heading the list. And, just to round out a busy month in Chicago, the fifteenth annual convention and exposition of the National Association of Home Builders comes to town from January 18 to 22.

All in all, visitors should have a hot time for themselves during one of the Windy City's coldest seasons.

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Aluminum Specialty Company	1473 B&C
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Kelvinator Div.	1124-25
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Youngstown Kitchens Div.	1119
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Athens Stove	1146
Atlas Tool & Mfg. Co.	1199
Auerbach Sales Co.	1119A
Ben Hur Mfg.	1114
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Bersted Mfg. Co.—Div. McGraw-Edison	1117A
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Carrier Corp.	840
Central Steel and Rubber Corp.	1119A
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Coppes-Napponese Kitchens	1189
Cribben and Sexton Co.	1164
Crown Stove Works	1176
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Detroit Jewel Stoves	11-114A
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Graham Electro Mfg. Corp.	1489
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Hobart Mfg. Co., Kitchenaid Electric Houseware Div.	1492
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Lasko Metal Products	14-119
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Lewyt Corporation	1174
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Monarch Washers	1119A
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Wilshire Mfg. Co.	514B

people

IN THE NEWS



L. W. SMITH

Westinghouse Electric Corp.—Leonard W. Smith has been named merchandise manager of the major appliance division. Smith joins Westinghouse after having served as director of sales planning for the Norge Sales Corporation in Chicago.

Zenith Radio Corp.—Harold F. Driscoll has been appointed advertising manager. Driscoll was most recently director of advertising for the Bell and Howell Co., of Chicago.



H. F. DRISCOLL

Gibson Refrigerator Co.—Charles D. Seltzer has been appointed field sales manager of room air conditioners and dehumidifiers. Seltzer is a former regional salesman for the company in the Chicago area.

Bogen-Presto Div., Siegler Corp.—Joseph N. Benjamin has been appointed president of the division. Benjamin joins the company after serving with Pilot Radio Corp., where he had been executive vice president.



C. D. SELTZER

Ben-Hur Mfg. Co.—Walter Kraft has been named district manager in Detroit with a territory comprising Michigan, northern Ohio, western New York and the province of Ontario.

General Electric Co.—Carl W. Moeller has been named general manager of the room air conditioner department at Appliance Park.

Westclox Div., General Time Corp.—Robert C. Shea has been appointed to the new post of field sales manager.

Ironrite, Inc.—Walter J. Turner has been elected vice president. Turner has been associated with the corporation as controller for the past five years.



J. N. BENJAMIN

Hoffman Electronics Corp.—Ray B. Cox has been named to the new position of vice president and general manager of the consumer products division. Cox, general manager of Hoffman Sales Corporation of California, will be succeeded in that post by John B. Chadwell.

Eljer Div., Murray Corp. of America—Earl J. Collins has been appointed manager of kitchen sales and will supervise both Murray and Eljer kitchen accounts throughout the United States.

Packard Bell Electronics—E. K. Rogers has been named district sales manager in the northwest area and will supervise sales in Washington, Oregon, Montana, Wyoming, Utah and Colorado.



C. W. MOELLER



DICK TOPPER

F. E. Myers & Brothers Co.—Dick Topper has been named advertising and sales promotion manager. Topper was formerly public relations manager.

Tempo, Inc.—E. Ewing Keith has been named sales manager of the new Magic Chef-Wonder Warm division.

Whirlpool Corp.—The corporation has realigned advertising and promotional functions in the RCA Whirlpool appliance sales department. Raymond A. Muldoon will add local advertising to his present responsibilities for national and trade advertising. J. A. Schulte, formerly advertising administration manager becomes national sales promotion manager. A regional appointee is Donald R. Neftzger, named manager of the Minneapolis district sales offices.



E. E. KEITH

Mor-Flo Heater Corp.—Emil Rasa has been named sales manager for the corporation's Revere Co., Heater division. Rasa is a former district sales manager for O. A. Sutton Corp.

Brother International Corp.—Ruth G. Ehrlich has been named vice president in charge of advertising.



REEVE RETIRES

The retirement of W. Homer Reeve, vice president of the Easy Laundry Appliances division of the Murray Corp. of America has been announced. Reeve was president of Easy from 1952 to 1955, and is a past president of the American Home Laundry Manufacturers' Association. Industry old timers will remember him as a pioneer leader in appliance marketing.

scheduled meetings

The Chicago Winter Markets are scheduled for January 4 through 16 in the Windy City. A listing of exhibitors at both the Merchandise and Furniture Mart will be found in this issue on the opposite page.

NARDA'S annual convention will be held in Chicago, January 11, 12 and 13 with the first meeting at the M & M Club in the Merchandise Mart, and the balance of scheduled sessions at the Conrad Hilton.

The 30th NHMA National

Housewares Exhibit is scheduled for Chicago's Navy Pier Monday, January 12 through Friday, January 16.

"Selling is Everybody's Job" will be the theme of the 48th annual convention of the National Retail Merchant's Association. The NRMA convention is scheduled for January 12-15 at the Hotel Statler in New York.

The Home Improvement Products Show will be held at New York City's Coliseum, February 4, 5 and 6th.

news AT A GLANCE

Zenith Radio Corporation production and shipments during October were at a new record for the third consecutive month. Prior to these three months, the previous record was established in October, 1957. This record was topped in August, 1958, and in turn exceeded during September and October. The latter month was ten percent higher than September, 1958, and 25 percent higher than October, 1957.

Sales of products and services of the **Radio Corporation of America** and its subsidiaries in the third quarter of 1958 amounted to \$292,199,000, compared to \$288,677,000 in the same period of 1957.

Admiral Corporation reports that its nine months profit after taxes during 1958 was over 42 percent higher than for the same period in 1957. Earnings were \$947,254 compared with \$665,264 during the same period last year. Consolidated net sales for the period totaled \$123,529,953 compared with \$129,044,499 last year.

Net sales for the **Maytag Company** during the first nine months of 1958 are up 1.3 percent over sales in a like period last year. Net earnings for the same period show an increase of 26.2 percent. Net sales of Maytag and domestic subsidiaries amounted to \$74,520,168 in the nine months ended September 30, compared with \$73,530,034 in the same period a year ago.

The Hoover Company has announced that effective January 1 electrical appliances merchandised through its special division will be sold through an expanded direct-to-dealers sales organization. Spokesmen pointed out that during the years the special products division has been in operation its sales were never able to approach that of the vacuum cleaner division which sells direct to dealers. This was one of the major factors leading to plans to discontinue operations of the special products division.

The 1959 edition of the official **NARDA Blue Book** has just come off the presses. The book gives model numbers, brief descriptions, list-prices and suggested trade-in allowances of refrigerators, freezers, ranges, washers and dryers. NARDA members will receive their copies direct from association headquarters. Others desiring copies may order by writing NAPCO, 5004 McKenna Road, Madison 4, Wisc. Prices are \$7.50 per copy, two or more \$6.50. The home appliance and television books may be purchased at \$10 per pair, multiple pairs at \$9.00. Quantity prices for manufacturers, utilities and associations are available on request.

The **Youngstown Kitchens** division of American-Standard has completed plans to consolidate general offices and kitchen manufacturing facilities at its Warren, Ohio plant. Previously all functions of the division were located at Salem, Ohio.

Norge factory sales of home appliances in October jumped 24 percent over the corresponding 1957 month, to \$10,900,000 from \$8,800,000 and were the best in 24 months. Company spokesmen announced that Norges' sales curve turned upward in June and each month since has been better than the preceeding period.

One of the two plants of the Marvel-Schebler Products division of **Borg-Warner Corp.**, at Decatur, Ill., is being converted to the manufacture of air conditioning and refrigeration equipment.

The plant will become a part of the corporation's York division and will be known as the Decatur works. Initial production at the new plant will include a brand new line of room air conditioners, and heat pumps.

In a move to strengthen dealer structures and increase the value of retail franchises **General Electric** has announced that effective January 1, 1959, retailers will be franchised for either the Hotpoint or General Electric major appliance and television receiver line, but not for both. The new policy will apply only in areas in which the distributor for each brand is company owned, and will affect less than one percent of dealers served by the two lines. Officials stated that the cost of having two components of the company serve each dealer who carries both lines was a factor in determining the new policy. Emphasis was placed on the fact that the new policy does not apply to independent distributors of the Hotpoint and General Electric lines.

Sylvania Electric Products, Inc., reports that its operations during the third quarter reflect "the company's strong recovery" from the business adjustment that affected sales and earnings in the first half of the year. Don G. Mitchell, chairman and president, announced that net sales for the third period substantially exceeded the second quarter, and were the highest for any equivalent period in the company's history. Sales totaled \$90,139,178, slightly larger than the previous third quarter record of \$89,363,209 established last year.

With sales and earnings showing improvement since July, **Motorola** reports sales of \$52,618,421 for the third quarter compared with \$60,356,275 for the same period of 1957. Robert W. Galvin, president, said the August-September uptrend of sales and earnings was expected to continue through the fourth quarter with volume and profit substantially above the same period of a year ago.

Net income of the **Westinghouse Electric Corporation** in the third quarter, after provision for taxes, was the best since 1950 and was 11.5 percent higher than income in the second quarter of the year. Net income in the third quarter amounted to \$19,038,000 compared to \$18,487,000 in the same quarter last year.

Zenith Radio Corporation reports estimated consolidated sales of \$128,119,289 for the nine month period ending September 30. This figure represents an increase of 15.3 percent over the \$111,134,284 in sales reported for the same period in 1957.



Award Winner

Honored for "personal leadership and support on industry sales promotion programs", Ralph Cordiner, board chairman of G.E., was presented with the McGraw award for electrical manufacturers at last month's NEMA convention by A. F. Metz, left, of the Okonite Co. Cordiner was cited for initiating the "Live Better . . . Electrically" program after he decided that a sales effort of unprecedented scope was needed to realize the electrical industry's market potential.

**"I make one trip...
one stop
to shop America's
top appliance lines"**



says Mr. Ken Stucky, Stucky Bros., Fort Wayne, Ind.

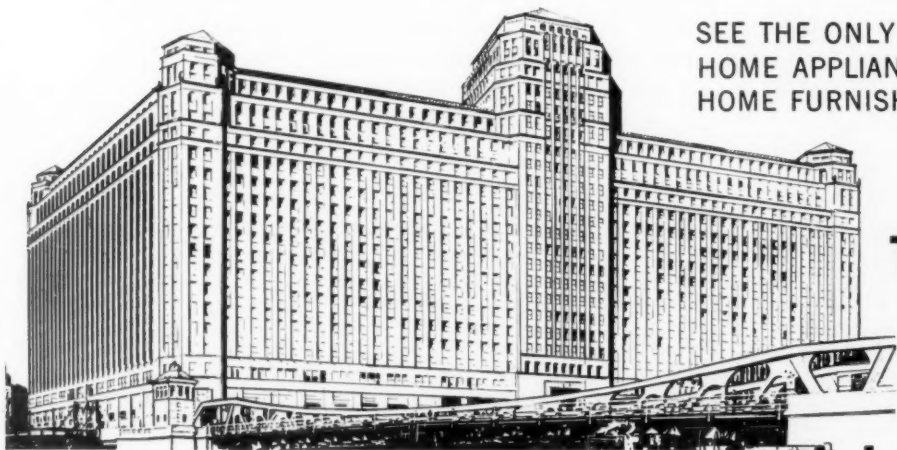
Immediate past president of NARDA.

Cited by the Brand Names Foundation as "Brand Name Dealer of the Year."

"At The Merchandise Mart, I can compare America's top appliance and other home furnishings lines offered by the top manufacturers. Here I have the advantage of seeing the newest lines first . . . learning about all the very latest display and merchandising ideas for retail selling . . . meeting factory executives on the spot. It's the big, important buying event I can't afford to miss."

***For your convenience more home appliance manufacturers
headquarter here than any other market place in the world!***

- | | | | |
|--|--|--|---|
| 234 Norge | 1137 Revco Inc. | 1164 Cribben & Sexton Co. | 1198 Preway, Inc. |
| 840 Carrier Corp. | 1138 M. H. Jacobs | 1167 Magic Chef, Inc. | 1199 Samuel Stamping & Enameling Co. |
| 1100 Philco Corp. | 1140 Selective Placement Counsel, Inc. | 1168 Div. of Dixie Products, Inc. | 11-102 Gibson Refrigerator Co. |
| 1117 General Electric Co.,
Appliance & TV Receiver Div. | 1141 National Appliance & Radio TV
Dealers Ass'n. | 1168 Easy Laundry Appliance Div.,
The Murray Corp. of America | Div., The Hupp Corp. |
| 1119 Youngstown Kitchens Div.
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| 1119A Central Rubber & Steel Corp. | 1144 Mutschler Brothers Co. | 1174 Lewyt Corp. | 11-103 Toastmaster Div.,
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| 1123 General Electric Co.,
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| 1123A Monitor Equipment Corp. | 1147 Heil-Quaker Corp. | 1177 Hobart Mfg. Co., Kitchenaid Div. | 11-111 Radio Corp. of America-Display |
| 1124 American Motors Corp.,
Kelvinator Div. | 1149 Sylvania Home Electronics Div. | 1186 Radio Corp. of America | 11-112 Whirlpool Corp. |
| 1126 Magnavox Co., The | 1154 RCA Equipment Tube Sales | 1188 General Electric Co.,
Air Conditioning Dept. | 11-114 Ben-Hur Mfg. Co. |
| 1127 Amana Refrigeration, Inc. | 1155 R. S. McMahon Co. | 1189 Coppes, Inc. | 11-114A Weibilt Corp. |
| 1129 Mirror Aluminum Co. | 1155 O'Keefe & Merritt | 1191 Admiral Corp. | 11-115 Zenith Machine Co. |
| 1130 National Housewares Mfrs. Ass'n. | 1158 Zenith Radio Corp. | 1197 Standard Enameling Co.
(Wedgewood-Holly Appliance Co.) | 11-116 Republic Steel Corp., Berger Div. |
| 1134 Tappan Co., The | 1160 Speed Queen Div. of
McGraw-Edison Co. | | 11-116A Caloric Appliance Corp. |
| | 1162 St. Charles Kitchens | | 11-117A Ironrite, Inc. |
| | | | 11-122 Westinghouse Electric Corp. |



SEE THE ONLY CONSOLIDATED DISPLAY OF
HOME APPLIANCES AT THE INTERNATIONAL
HOME FURNISHINGS MARKET, JANUARY 5-16.

**THE Merchandise
Mart CHICAGO**

In financial aid to education . . .

What Should Business Do Now?

Now that the federal government is entering the field, should business firms stop giving financial aid to our colleges and universities?

This question is now being discussed by business directors throughout the country. The discussion is prompted by the near-billion-dollar program of federal aid to education passed by Congress a few months ago. For if the federal government, with its access to billions in taxes, is assuming responsibility for the financial welfare of education, should not business get out of the way and let the government take over? This is the general way the question is being asked.

The answer is a resounding NO.

What The Federal Program Does

The new federal program makes it possible for the government to spend the imposing total of \$900 million for aid to education over the next four years. There are still many loose ends in the program. But already it's quite clear what such funds will — and will not — do to help relieve the financial plight of our colleges and universities.

First of all, the program is not going to solve any financial problems in education overnight.

The program is just barely underway. So far no money has actually been allocated, and Congress has appropriated only \$40 million — less than 5% of the total.

More important, there is very little in the total program which will result in direct aid to colleges and universities. The program does set up fellowships to train college teachers. But most of the aid will eventually be channeled through the states to primary and secondary schools. The main focus of the program is education for national defense — strengthening science, mathematics and foreign languages in elementary and secondary schools, together with grants for counseling, testing and research.

The one big item for higher education is a \$295 million student loan program, which will help needy students pay tuition and other fees. But tuition rarely covers the full cost to the college of educating a student. So the net result could well be an additional financial strain on our institutions of higher learning.

For the three most pressing financial needs — faculty salaries, scholarship grants and new plant and equipment—colleges and universities must still rely heavily on help from the business community. And it would indeed be a major

misfortune if the recent actions of the government put a blight on this growing and substantial support to higher education.

In the last ten years, business has expanded its financial aid to education by more than four fold. In 1948, contributions were only \$24 million. In 1957, such aid reached an estimated \$125 million. Moreover, corporations have been putting a larger proportion of their total charitable gifts into education. In 1950, the percentage was only 17%. By pre-Sputnik 1956, the share had already increased to 34%, according to figures recently released by the Council for Financial Aid to Education.

Why Business Must Help

The most compelling reason for increasing business aid to higher education — at an even faster rate—is that our colleges and universities desperately need financial help. It is that simple. Private contributions to higher education must average at least \$400 million over the next ten years if our colleges are to meet rising operating costs and raise faculty salaries to decent levels. Despite the growth in business contributions, we are still well below that goal.

If our colleges cannot solve their mounting financial difficulties through voluntary help from business firms, alumni and communities — then it is to be expected that federal aid ultimately will be mobilized in a big way. In principle, if not in dollars, the 85th Congress has paved the way. Indeed, a large federal scholarship program was squeezed out of this year's legislation only in the course of last-minute compromises. And Arthur S. Flemming, Secretary of Health, Education and Welfare, has urged that the next session of Congress restore the scholarship program.

About any federal rescue operation for higher education, two things are quite clear:

- (1) Such aid will come too late to prevent irreparable harm resulting from the current shortage of funds. The need for help is urgent and immediate.

- (2) With federal taxes taking over half of all corporate income, any federal program in the end will be financed in large part by the business community.

An Opportunity

So, viewed narrowly, it is in the selfish interest of business firms to aid our colleges and universities now, rather than wait and be forced to pay later on. By doing so, they ensure that business will have a continuing supply of well-trained graduates. They take advantage of the tax laws for charitable contributions which mean the government in effect assumes more than half the cost of business aid to education. And they win gratitude for a voluntary and generous act.

Viewed in the broad public interest, the business community has an opportunity to perform a financial rescue mission in education which could well be the key to successful survival, not only of our present system of higher education, but also of the nation itself.

As previous editorials in this series have pointed out, a very small share of the net income of business firms — about 1% — would do the job. Certainly business must not be distracted from this opportunity by the new venture of the federal government in financial aid to education.

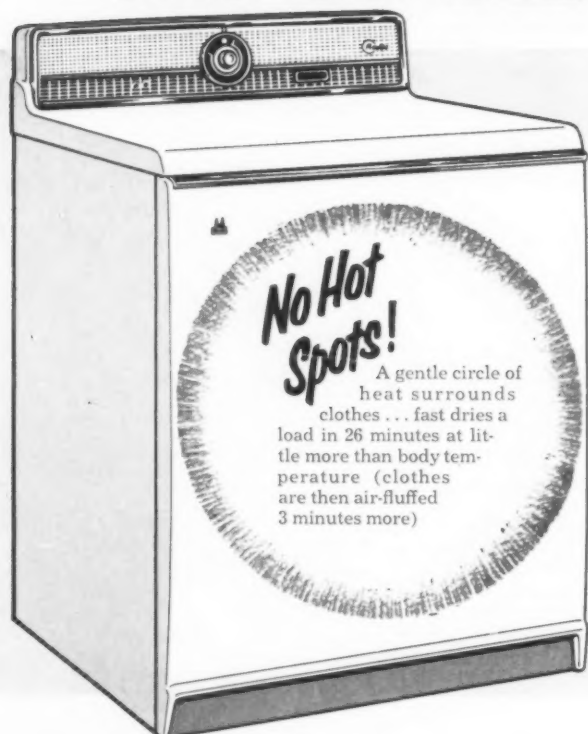
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Donald C. McGraw

PRESIDENT

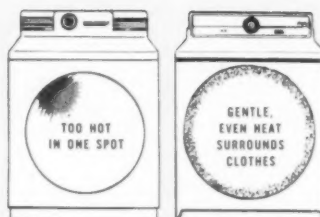
McGRAW-HILL PUBLISHING COMPANY, INC.

MAYTAG- ONLY DRYER WITH "HALO OF HEAT" GAS OR ELECTRIC



No Hot Spots!

A gentle circle of heat surrounds clothes... fast dries a load in 26 minutes at little more than body temperature (clothes are then air-fluffed 3 minutes more)



Other dryers do this... Clothes come in contact with concentrated heat as high as 200°. Result: Overdrying is common.

New Maytag Dryer does this... Regular loads dry at 100 to 110°. Ends overdrying. Clothes dry fluffy with fewer wrinkles.

WITH THESE BIG MAYTAG EXTRAS

NEW! Automatic De-wrinkling at the push of a button. Special "Wash 'n Wear" setting removes wear wrinkles, saves ironing.

NEW! Automatic Time Chime—Signals when "Wash 'n Wear" fabrics are dried just right.

NEW! Automatic Sprinkler—Automatically dampens clothes quickly, evenly for easier ironing.

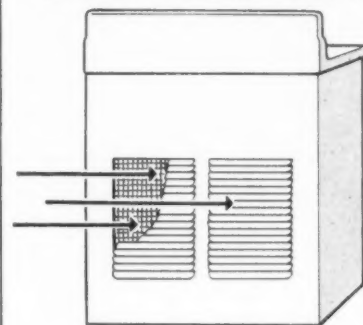
NEW! Matching Colors—In pink, green, yellow, and white to match Maytag Automatic Washers.

- Automatic Timer Control (up to 120 minutes)
- Special Air-Fluff Setting
- Pushbutton Temperature Selectors
- Automatic Safety Door
- Quiet operation, cool cabinet
- Rustproof cabinet
- Gas or Electric Models—electrics work on either 115 or 230 volts; gas models on city or LP Gas.

ANOTHER FIRST FROM MAYTAG—WORLD'S LEADING HOME LAUNDRY SPECIALISTS

MAYTAG

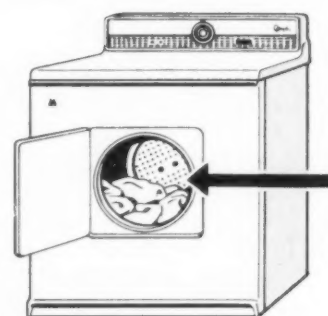
EXCLUSIVE! A FILTER FOR DUST AND DIRT



—filters all incoming air;
keeps clothes clean!

Maytag gives you the *only* dryer that filters out dust and dirt from *all* incoming air. Maytag's new Automatic Air Intake Filter is made of fine fiberglass. Clothes dry in cleaner air than ever before possible. Dryer interior stays clean.

A REVOLVING FILTER FOR LINT



—pulls lint directly out of
dryer drum, away from clothes!

As clothes dry, a fine-screen revolving filter actually draws lint away from clothes. Screen holds lint so it can't resettle on clothes. Lint can't clog dryer. Filter snaps out for easy cleaning. Another Maytag demonstrable feature!

AT THE HOME LAUNDRY CONFERENCE

"WASH AND WEAR" Almost Steals the Show



Enthusiastic report on launderability of wash and wear garments was offered to assembled conferees by

Norge's Jessie Cartwright who used samples of various types to show how these fabrics stood up.

All phases of modern home laundry techniques were covered during AHLMA'S annual conference in St. Louis but the 400 participants showed particular interest in discussions of wash and wear.

THE 'How-to' of the Modern Home Laundry Basket" was the theme of the twelfth National Home Laundry Conference held in St. Louis, Mo., October 30-31.

Under the direction of T. D. Kennedy, Frigidaire, chairman of this year's Home Laundry Conference planning committee, the two-day session was divided into a series of panels delineating every phase of present-day home laundering problems, with especial emphasis on wash-and-wear.

Panel discussions were devoted to the "How-to of modern laundry equipment" (how-to build, buy, and do a washing in modern equipment); "How-to educate present and future homemakers" (in high schools, in consumer meetings, and in the users' homes); "How-to remove soil from fabrics and prevent its redeposition;" "How-to finish home laundered fabrics;" and "How-to make home launderable garments at home".

Wash-and-wear panels included papers on fiber and fabric characteristics; finishes; garment performance in home laundering and wear; and a panel of brief reports on the most recent developments in

production and marketing of wash-and-wear, which included garments, home furnishings, and the need for setting up better standards and retail sales training programs.

In addition to the yearly regulars on the laundry conference programs (Helen Kendall, Easy; Dr. Weaver, Ohio State; Rose White, Corn Products; Jessie Cartwright, Norge) new recruits from the manufacturing field included E. G. Lipski, Philco, who described what went into the designing and construction of washers, dryers and combinations; Cleo Cottrell, General Electric, who outlined features to look for in buying laundry equipment; and Mary Huck, Frigidaire, who told the right way to do a washing.

Amber Ludwig, *What's New in Home Economics*, Sue Herndon, Arkansas State Electric Cooperative, Inc., and Mildred R. Clark, Oklahoma Natural Gas Co., presented new and interesting techniques in teaching the consumer (present and future) in high schools, in consumer meetings, and through the medium of utility home service calls and demonstrations.

J. B. Goldberg, textile consultant;

Betty G. Wadsworth, *Parents*; Fred Birdsong, Blue Bell, Inc.; and George E. Sprague, Kendall Mills, reported the advancements that have taken place in the past year in fibers, fabrics and finished garments.

Highlights of the meeting were reports by Charlotte Montgomery ("The Wishes and Washes of Women"); Mary Pickett, Ironrite, who pointed out that heat and pressure of an ironer is still a necessary requirement for properly finished wash-and-wear fabrics; and a fashion show conducted by Lee Ballard, presenting newest developments in family fashions, fabrics, finishes, tagging and home launderability.



In exhibit hall, Hotpoint's Carol Sutherland explains features of her firm's laundry line to two conference members.

An expert on the ironer drew crowds of spectators as Mary Pickett of Iron-

rite showed what can be done with the aid of this versatile appliance.



Special press breakfast furnished setting for report of activities of AHLMA's dryer committee. Making the report was Kelvinator's Bill Hullsiek, right.



COMING/ SOON!



MORE THAN
A
PORTABLE



MORE THAN
A TABLE
MODEL

dualette^W
by SYLVANIA

Your SYLVANIA Distributor will be showing
the dualette^W December 15th

new products

ANNA A. NOONE Editor



G-E Spacemaker built-in range



G-E refrigerator-freezer BH-155

General Electric Announces 1959 Line

General-Electric's 1959 line includes free-standing and built-in ranges; refrigerators; dishwashers and disposers, and air conditioners.

Free standing range line includes 2 size groups each with a deluxe model. Spacemaker group consists of 6 models, each 30-in. wide with 23-in. master oven, removable oven door, pushbutton heat controls, hi-speed cooking units and focused heat reflector for charcoal-type broiling. Second group includes 4 40-in. models with 23-in. master oven, separated or grouped surface units; storage drawers, plus features of 30-in. group; one model has rotisserie and keyboard controls; Deluxe 2-oven 40-in. top model has keyboard with automatic speed cooking; removable rotisserie; 2-shelf thrift oven for baking and broiling. Features include Tel-a-Cook lights; separate switch controls for baking, broiling or timed baking; easy-to-set dials operate oven timer; rotisserie switch starts and stops rotisserie and turns on oven lights; picture window oven door; electric meat thermometer for roasting and broiling—buzzer sounds when roast is ready; special dial on control panel permits selecting temperatures from 150 to 500 degs; dial setting panel has suggested heat range for suggested foods.

Removable aluminum grill recessed to fit over 2 left units; straight line design, flat sides and square corners; mix-or-match pink, turquoise, yellow, woodtone, white.

Spacemaker built-in range cook-top is recessed or dropped into base cabinet-countertop structure; supported by single-drawer base cabinet; can be used with wood or metal cabinets; remote rectangular chrome control panel consists of pushbutton controls for 4 surface units and automatic oven timer, can be hung on wall; surface units include three 1250-watt, 6-in. units and a 2050, 8-in. unit; available in mix-or-match colors.

Newly-designed line of built-in ovens features double oven with top controls in copper, chrome, white or colors; controls include automatic oven timer, meat thermometer and rotisserie switch; top oven in double oven models has rotisserie and door window. Single oven models look like top portion of double oven; all have Calrod units, removable shelves, gray oven and door liners, floodlights, and focused heat broilers; removable doors.

Surface plates to coordinate with built-in ovens come in colors or



G-E double oven built-in and surface unit

stainless steel; integral or remote controls. Eye level vent hood with pushbutton controls comes in copper or stainless steel to match built-in ovens, and features a 7-in. high speed fan, interior light and circular filter.

Refrigerators

Refrigerator-freezer line features new swing-out shelves, vegetable bins, butter and egg trays; roll-out freezer; automatic defrost; straight-line design with no coils on cabinet back for flush installation in models BE-15S, BH-13S and BH-12S.

BG-15S, 15 cu. ft. combination refrigerator-freezer has new Frost-Guard system that provides automatic defrost in roll-out freezer as well as refrigerator—a fan circulates zero-air in freezer, once-a-day, for 5-min., evaporator is automatically defrosted by flow of refrigerant vapor through special defrost circuit of parallel tubing. In this new system packages don't freeze together; Freez-n-stor ice cube service flips over to eject cubes.

Swing-out shelves with side mounted post adjustable up or down, removable for cleaning; white or mix-or-match colors; egg tray holds 18 eggs; switch controlled butter compartment provides soft, medium or firm butter.



G-E 4-cycle dishwasher SU-705

Dishwashers

Four different pushbutton controlled cycles are featured in the top undercounter dishwasher; pushbuttons are marked for different wash action: (1) china-crystal; (2) utility ware; (3) daily ware—average; (4) daily ware—vigorous. Other features include injector to automatically add wetting agent to final power rinse; custom-finish

panels for 24 or 30-in. undercounter models of antique copper, dark or light wood finish; brushed chrome; turquoise, yellow, pink, brown or white enamel.

Two Mobile Maid models in line: top model has Textolite top with sparkle and spatter print design; retractable cord pulls out and recoils at touch; 2-tone sandalwood tan and cream exterior.

Disposers

"Carboly" is a new metal used in cutter of Super-Grind custom model Disposall; Flywheel; 1/2 h.p. G-E motor; 2 hammerlike impellers are other features. "Carboly" models FC-20 and FA-60; In addition 2 other models are available without "Carboly": FA-55 white; and FC-15, tan continuous-feed model. General Electric Co., Louisville, Ky.



Sub-Zero Freezer 16-F or 20-F

Sub-Zero Freezers

Two new upright square freezers, 16-F and 20-F are announced by Sub-Zero. Features include polished, extruded aluminum door frame; white baked-on enamel finish; 3 1/2 in. laminar Fiberglas insulation; adjustable temperature control; trigger action latches for positive door seal; key operate built-in lock; hermetically sealed condensing units with service valves; No. 20-F has 1/2 h.p. unit; 16-F has 1/4 h.p. unit; floating type freezer coils; every shelf is fast-freezing surface; all-aluminum interior.

In addition, Sub-Zero has the "D" line of all-aluminum freezers, combination refrigerator-freezer line of built-in equipment and milk coolers. Sub-Zero Freezer Co., Madison, Wis.

new products



Hotpoint LW-990 washer with canister type filter

Hotpoint Announces 1959 Line

Hotpoint's 1959 full line includes the "Five Million Range Series," with 6 free-standing models, 5 oven and 5 surface built-ins; 10 refrigerators; 7 foot freezers; a built-in dishwasher and food waste disposer; 5 automatic clothes washers with 4 matching dryers; and 3 lines of water heaters.

Ranges

The 6 free-standing ranges consist of four 30-in. and two 39-in. models; restyled, all except the super deluxe model have centered control board imbedded in back-panel with 2 fluorescent lights to illuminate panel and work surface top; all have recessed cooktops to prevent spills.

RB-602, top of line super deluxe 30-in. has 23 in. wide oven; a rotisserie that holds 15 lb. roast; automatic meat timer; oven timing clock; thermostatically controlled surface unit; 2600 watt Calrod; automatic oven temperature control and 2 appliance outlets.

RB-402 another super deluxe 30-in. model is pushbutton controlled with thermostatically controlled surface unit and automatic time control; 23-in. oven; 2600 watt Calrod; automatic oven timer; large storage drawer.

Medium priced 30-in., model RB-202 features 23 in. oven; 2600 watt

Calrod; oven timing clock; pushbutton controls; lighted backpanel; automatic oven temperature control; appliance outlet; full width storage drawer and broiler-roaster pan.

Budget priced, 30-in. RB-102, has 23 in. oven, Calrod units; appliance outlet; automatic oven temperature control.

In 39 in. size, one medium, RC-202 and a budget model, RC-101 are pushbutton models; RB-202 has 2600 watt Calrod; oven timing clock, pushbutton controls; appliance outlet; lighted backpanel and automatic oven temperature control. RC-101 has same features as RB-102, 30-in. model.

For 1959 Hotpoint also retains the deluxe 39 in. models introduced in 1958: TC-601, 501, 301.

Built-Ins

Top of built-in oven line is RLG 702 with 2 complete ovens in a single unit; features include rotisserie; roasting thermometer—set the eye level gauge, insert meat probe and work is done; other features of deluxe double oven include automatic timer and oven door window; lower thrift oven has separate bake and broil controls.

Other 1959 ovens include deluxe single oven, RJG 602 with roast thermometer, rotisserie, automatic

time clock and measure; No. RJ 302, medium priced oven and RJRJ 202 and RJ 002 a non-automatic single oven budget model. All oven doors shipped separately.

Surface sections include pushbutton-controlled 30-in. stack-on No. RM 702 to fit standard 30-in. base cabinet; a low-cost 4-unit RN 102; a square flush-mounted 4-unit No. RN 302 that fits any 24-in. base cabinet also most 21-in. bases, with pushbutton control panel mounted on front. 2-unit sections are also available with remote control lighted pushbuttons.

A surface griddle, No. RX-31 is also included in line.

Refrigerators

Ten 1959 refrigerator line includes two 8-cu. ft.; three 11 cu. ft.; four 12 cu. ft.; and a 16 cu. ft. refrigerator; five are combination refrigerators; fresh-food compartment temperature is lowered about 4 degs, from 41 to 37 (called "reserve coldpower"); tall bottle area has been increased; off-set hinges



Hotpoint refrigerator-freezer

permit building into a wall; Deluxe 2-door, combination refrigerator-freezer, 9E16 has 16 cu. ft. capacity; 210 lb., 6 cu. ft. freezer on bottom, 10-cu. ft. automatic fresh food compartment on top. Freezer compartment has sliding baskets; 15 can juice dispenser; frozen food package rack; 3 ice trays; foot pedal door opener; refrigerator section has waist-high porcelain crispers; sliding shelves; bottle bin, butter bin, cheese keeper.

No. 9EY12, a 12.3 cu. ft. roll out combination has a separate 101 lb. freezer, dairy storage for butter, cheese and eggs, gliding, adjustable aluminum shelves; porcelain crispers; automatic defrost.

No. 9EN12, has 115 lb. freezer on bottom, rollers, waist high crispers; divided lower shelf. No. 9ET12, a 2-door combination with separate 101 lb. freezer on top, butter bin, removable egg tray and full width vegetable tray.

Other models include 9EG 11, a 10.9 cu. ft. combination with 75 lb. separate food freezer; 9EB12 and 9EBS12 with 49 lb. freezer and special chiller tray; a 11.6 cu. ft. combination with 49 lb. freezer; two 8-cu. ft. refrigerators, 9EB8 and 9EA8 with 32 lb. freezer and

12 lb. chiller tray. All feature automatic defrosting and "Reserve Coldpower," eliminating need for fans or blowers.

Freezers

Freezer line for 1959 includes 4 chest and 3 upright models. Chest models include a 2-lid model 9FK26 with 2 compartments, 4 wire baskets, 3 separators, double lock, 2 interior lights and a new "silver lining" of aluminum; 3 single lid chests include 9FK 20, a 20 cu. ft. model; 9FK 17 with 17 cu. ft. capacity; and 9FJ 13, with 12.5 cu. ft. Uprights include 9FM18, an 18 cu. ft. model with 3 sliding aluminum shelves; glide out storage basket; interior light and lock; 9FL16, with 16 cu. ft. capacity and 9FM 12 with 12 cu. ft. capacity; upright features include adjustable shelves; door racks or shelves; 25 can juice rack; safety latch; "silver lining" interior.

Dishwasher-Disposer

1959 dishwasher DD-1 similar to super-deluxe DE-1 and maple-top



Hotpoint dishwasher DE-1

model DEM-1 without the 16-min. utensil (pot and pan) cycle, has impeller type wash action instead of 2 separate rotary wash actions; DD-1, a built-in model, washes and dries a service for 8; features include automatic water control; single knob control dial for varying automatic cycle, separate roll out racks, front installation; a wetting agent is automatically injected into second rinse water to break surface tension of water so drops won't form on dishes and glasses. New wash principle provides double deck wash action; pump circulated water is filtered every 4-sec; food particles are automatically flushed down drain at end of each cycle; interchangeable front panels available in stainless steel, copper, white natural woods, pink, yellow, turquoise and copper brown; porcelain tubs and inside door surfaces; all available with and without tops, side panels and fronts for built-in installation.

MW-15 disposer features a new switch-top; that is put into place and turned on; normal use of sink switch-top is to drain nickel alloy disposer teeth, staggered on hopper walls; flywheel grinds bigger pieces of waste.



Hotpoint range, RB-602



Hotpoint "L"-shaped built-in kitchen

Hotpoint Laundry Line

1959 laundry line includes 5 automatic clothes washers and 4 clothes dryers. Super-deluxe pushbutton washer, LW990, has 6 cycle clothes minder, underwater lint filter detergent dispenser; 2-speed operation; 6-cycles provide right wash speeds, temperatures: for (1) white and colorfast fabrics; (2) non-colorfast natural fabrics; (3) synthetics; (4) wash and wear; (5) wool and special fabrics; (6) light soil or presoak. New canister type lint filter fits onto agitator; completely underwater, it rides on agitator post during wash cycle; working with deep overflow rinse and sediment ejector devices, the new filter provides maximum filtration for all dirt and soil.

A cold water injection during last 2 minutes cools clothes, minimizes wrinkles; wheel-type detergent dispenser dissolves powdered detergent or distributes liquid detergent throughout wash water; 2-speed wash and spin cycle; 10-lb. tub capacity; 2-cycle timer for delicate or normal fabrics; special partial load control, automatic rinse temperature control permits cold or warm water in any of 6 cycles plus optional caster carriage kit for portability; all-porcelain finish, flush-to-wall installation; 1-piece wrap around construction; top loading; instruction on inside; solid wall tub.

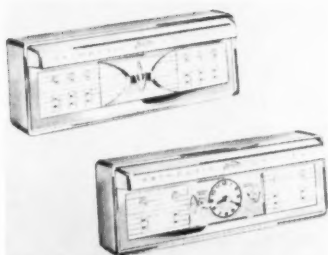
Other models include LW970 deluxe, 2-speed pushbutton automatic with lint filter and water injection; LW950, without suds saver; LW-9056 with suds saver; and 2 budget priced models LW 930, and LW910.

Dryer line includes 2 super deluxe and 2 medium priced models; "full wardrobe" feature has 3 cycles (1) regular fabrics; (2) wash and wear; (3) selected items and damp dry on condenser model, LC970. Super deluxe dryers have a 10 lb. drum; sealed Calrod elements; interior light and safety cut-off switch toe-touch door opener.

Medium priced models, LC950, condenser model, and LB950, blower, have 4-heat pushbuttons for all fabric drying; toe-touch door opener; 10 lb. drum capacity; special timer for selected drying times to 130 min; Budget automatic blower dryer LB931 has 90 min. timer; large lint screen; 115-volt adaptability; all dryers match 1959 washer line.

Water Heaters

Three lines of water heaters for 1959—deluxe, budget and 4 "cement lined" models. Deluxe "magic circle" and "cement lined" have 15 years warranty; budget "silver line" has 10 year warranty. Features include Calrod units galvanized tanks, adjustable heat controls; new exterior styling; capacities from 30 to 82 gal. in under-counter, table top and round types; high-speed models are offered in 40-gal. size. Hotpoint Co., 5600 W. Taylor St., Chicago, 44, Ill.



Sunbeam control panels

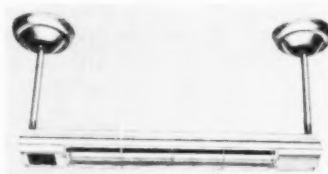
Sunbeam Panel and Appliance Center

Sunbeam announces automatic control panel, in 4 models and an appliance center storage cabinet. Control panel is available in a 6-outlet model with clock-timer; a 6-outlet model without a clock-timer; and a 4-outlet model with a clock-timer; and a 4-outlet model without a clock-timer. Appliance center is



Sunbeam appliance center

designed for use in combination with automatic control panel; cabinet holds up to 15 different appliances; easy pull-out shelves are adjustable for individual requirements; special rack on inside of one door stores cord and plug sets; top shelf is for mixer in every day use; center of steel has interchangeable wood doors of birch; gold flecked white "Formica" top. Sunbeam Corp., 5600 Roosevelt Rd., Chicago, 50, Ill.

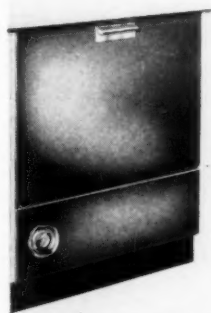


Chromalox Heater SKR

Chromalox Heater

A ceiling mounted Chromalox radiant comfort heater for general application and for hard-to-heat spots; equipped with 2 fixture stems that provide 12-in. spacing below combustible ceilings, each stem has a canopy and fixture for attachment to standard conduit box; may be used for spot heating or for heating entire rooms; with the addition of a Chromalox Input Controller the radiation of one or several heaters can be precisely

dialled to suit individual preferences; Chromalox thermostats can also be used to automatically control room temperature; available in 6 heated lengths: 16½, 22½, 38½, 55½, 65½ and 78 inches with corresponding ratings of 800, 1100, 1800, 2500, 3000 and 3600 for operation on all standard voltages. Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8, Pa.



Preway built-in dishwasher

Preway Dishwasher

Preway announces a built-in, automatic dishwasher in satin chrome and antique copper; fits under standard 36-in. high counter-top; 24 in. wide x 23 in. deep; spin-impeller type; "Turbo-Wash" feature is attained by placing part of work load in rotating basket, actuated by internal water movement; completes wash-rinse-dry cycle 34-min; can be stopped any time to insert forgotten piece; can be used for a portion of full cycle operation—as a plate warmer; comes in pump and gravity types.

Price, "Around \$320." Preway, Inc., Wisconsin Rapids, Wis.



Can-O-Matic can opener No. 757

Rival Can-O-Matic

Rival's portable electric Can-O-Matic triple plated chrome can opener is now available with red, yellow, pink, turquoise, black or white molded case.

"Retractable" legs permits opening extra-tall cans without moving unit to counter edge; 1 lever holds, pierces and opens cans of all sizes; nothing to install; heavy duty motor mounting; 115-volts, 110-volts.

Price, \$24.95, Rival Mfg. Co., 36th and Bennington, Kansas City, 32, Miss.



Syroco "Provincial" clock

Syroco Clock

Syroco's "Provincial" wall clock group for traditional or contemporary decor may be ensembled with planters, sconces, plaques etc., employing same delicately carved flowers against openwork background; 18½ in. diam; gold or fruitwood Syrocwood.

Price, "approximately" \$30. Syroco Inc., Div. Syracuse Ornamental Co., Syracuse, N. Y.



Norge washer AW-382

Norge Washer and Dryer

Norge announces a "fall special" automatic washer, AW-382, and matching electric and gas dryers, ED-380 and DG-380.

Automatic washer has 2 wash and 2 spin speeds; lint filter; 5 water temperature selections; pre-selected water temperature; selects wash time without returning to washer after filled.



Norge dryer ED-380 and DG-380

Dryer has 4-way drying; 4-heat selection; "Wrinkle-Out".

Prices, washer, \$349.95; electric dryer, \$219.95; gas dryer, \$249.95. Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, 54, Ill.

new products



Westinghouse "Serve-Temp" Roast Guard" range

Westinghouse Announces 1959 Major Appliance Line

Eight ranges and refrigerators; nine freezers, and a completely new line of automatic laundry units are announced by Westinghouse for 1959.

Slogan, "Never again a ruined roast" describes new development in meat roasting called "Serv Temp Roast Guard" that automatically cooks meat to desired doneness—from 140 degs. (rare) to 170 degs. (well done) with a single dial oven control set at 325 degs., as roast nears proper temperature oven temperature is gradually reduced until exactly same as meat temperature; cooking stops as meat and oven temperatures balance.

Four 30-in. and four 40-in. models include a Custom Imperial, Ambassador, Aristocrat and Embassy in each size; all styled in "Shape of tomorrow" motif; other features include plug-out surface and oven units for easy cleaning; controls that permit dialing infinite heats; rotisseries built into ovens; surface signalites; automatic surface units; automatic clock timers; aluminum reflector pans and platform lights that operate independently of surface units.

Features exclusive to Custom Imperial models are "Serv-Temp Roast Guard"; look-in oven window; automatic timer on master oven and minute minder; 40-in. model has 2 ovens and also has an automatic griddle that plugs into outlet on control panel.

Features exclusive to Ambassador and Custom Imperial series are rotisserie, choice of white, aqua, yellow or pink; full width platform lights; dual purpose oven rack that

serves for baking and as a support for rotisserie spit; Corox unit that gets red hot in 20-secs., and "miracle seal" ovens. All have divided platforms, no-drip edges; infra-red broiler; cleanable gray porcelain interior; storage drawers with nylon rollers chip resistant platforms.

Refrigerators

A special compartment that keeps meat fresh for 7 days without freezing; a nearly silent compressor; concealed auto-type door hinges are features of 1959 Frost-Free line in "Shape of Tomorrow" styling. Top models also feature no exposed coils on back for flush installation and high speed cold injector system introduced a year ago. In addition to basic white, aqua, yellow, pink and copper tone colors, optional color panels provide 35 different combinations.

New meatkeeper holds 10 lbs. at ideal temperature and humidity under continuous flow of fresh, refrigerated air from cold injector; concealed door hinges can be opened to full 90 deg. within cabinet width.

Two models are 2-door types that feature freezer section on bottom with 161 to 190 lbs.; another 2-door model has 101 lb. frozen storage section at top.

New egg drawer in one model fits beneath meat keeper, holds 2-do. and slides open; in top models lighted temperature control changes color as setting is advanced toward "coldest" to tell user operating temperature of refrigerator.



Westinghouse Frost-Free refrigerator-freezer

Other features include magnetic doors, butter and cheese compartments; twin porcelain vegetable crispers; glide out shelves; adjustable shelves; ice cube server that receives ejected cubes and keeps them dry.

Line of 8 models ranges from HM-9 with 9.1 cu. ft. capacity to DCM-16 with 16.1 cu. ft. capacity. HM-13 is styled to match upright freezer UM-14 for a combined total capacity of more than 25 cu. ft.; refrigerator color panels adaptable to Laundromat and dryer doors.

Freezers

Four upright freezers, styled like refrigerators and five chest models make up 1959 freezer line; features include air-sweep shelves with open grid construction to let cold air circulate and keeps packages from sticking; tilt-down door racks and adjustable door shelves; automobile-type door hinge.

Uprights include UN-18, UM-14, UM-12 and I-9.

Chest models have quick-freeze compartments, adjustable temperature controls, recessed tight-seal lids; non-sweat cabinets; counter-balanced lids; chest models have white with blue and gold on outside and blues and gray interiors; models are CM-20 and CMS-20, 700 lbs.; CM-15 and CSM-15, 525 lbs.; CSK-10, 346 lbs.



Westinghouse Laundromat laundry twins

Laundry Equipment

Completely new automatic laundry unit features an automatic washer No. 1000 with a program computer offering 11 full programs at push of button, a single touch starts a program whereby control searches out and sets up proper wash and rinse time and temperature, spin speeds and all other conditions within selected program; employs a printed circuitry that sets up and carries out any of 11 separate wash programs selected; with dryer, operator dials any of 8 programs again using only one control.

Furniture styling, another feature, consists of textured appearance with embossed steel with walnut paneling as basic trim and controls concealed behind a textured fabric and gold metal panel.

For traditional styling Westinghouse presents the Custom Imperial series of Laundromat and electric dryer with controls that permit selection of any of 8 Laundromat programs and 8 dryer programs; washer control automatically determines proper combination of water temperatures, wash times, spins, rinses, agitation necessary and starts unit through the program. Other features common to both Custom Imperial and 1000 series are automatic disperser of fabric conditioners; automatic lint ejector; live water wash action from multi-speed revolving agitator that changes speed constantly slowing down and speeding up with each revolution.

Two other washer and dryer series, Imperial and Royal round out line, and have same basic wash action, multi-speed revolving agitators; 4 rinses, 10-lb. capacity, full fill water control; self-cleaning; all but Royal have weigh-to-save door.

Dryer models have 20 lb. wet clothes capacity, 5400-watt elements that can be used on 220-volt or regular current; all have direct air-flow system.

WESTINGHOUSE, Cont'd.

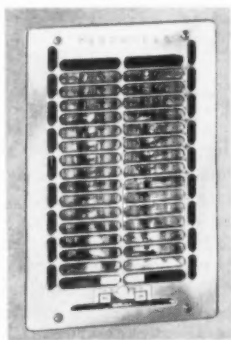
Common to all washers and dryers in 1959 line are door safety switches; recessed top with trim to prevent spills from damp clothes, bleaches etc; new Porcelux finish stain and rust resistant; recessed at rear to accommodate plumbing and wiring; no extra charge for colors; color panels available for doors. Westinghouse Electric Corp., Columbus, Ohio.



Thermador Oven and Bathroom Heater

A new bi-level, built-in oven and 2 radiant bathroom heaters, RBT and RBA, are announced by Thermador.

Royal Bi-level, Built-In double oven model features full-size upper oven with automatic timer, clock and minute minder; glass window door; peak-switch which illuminates interior without opening door; lower oven is 12-in. high; broil shield moves into place whenever door is left ajar for broiling, removable for cleaning; separate thermostat controls on lower oven so that each oven may be used for broiling and/or baking at same time; fits into 24-in kitchen cabinet; stippled white porcelain enamel interiors; rod type bake elements; 2 complete broil pans and smokeless broiler trays; available in stainless steel, copper, turquoise, yellow, ink and white.



Two radiant bathroom heaters, RBT with 30-min. time controls and RBA with thermostat control. RBT is available in 1000-watt, 120 volt, has time switch which automatically shuts heater off after predetermined time up to 30-min.

RBA series, in 3 models: 1000, 1250 and 1500 watts; thermostat

control permits selection of heat desired.

Price, RBT series from \$19.25 to \$21.35; RBA, \$24. Thermador Electrical Mfg. Co., 5119 District Blvd., Los Angeles, 22, Calif.



Amana freezer No. 20

Amana Freezers

Four 1959 upright Amana food freezers feature new color and styling; fingertip accessibility of food; bonus storage space; "Starlite" yellow interiors; "Sunlite Gold" shelf trims and door accessories; Stor-Mor door.

Capacities are 20, 16, 12 and 25-cu. ft. with every shelf a prime freezing surface with its own freezing coils; additional coils at top and bottom of cabinet gives even-zero temperatures.

No. 20 stores 686 lbs. food in its 19.6 cu. ft. space; 116 packages and can be kept in gravity-fed racks of Stor-Mor door where first packages stored automatically become the first used; sliding food dispensers are adjustable to any size package; juice rack in door holds 20 cans; left-over shelf in door has vapor proof containers; dessert bar with ice cream and other frozen desserts.

No. 16 holds 539 lbs. No. 12, 410 lbs. features bonus space door which puts bulky foods at accessibility in basket-type shelves which holds more than 110 packages and cans. No. 25 has a bonus-space door plus 16-can juice rack; total capacity of the No. 25 is 875 lbs.

All models have double warranty covering refrigeration system for 5 years plus 5-year warranty on food spoilage due to mechanical failure of refrigeration system; high-density, low-temperature insulation in all models plus internal "X" brace; hermetically sealed Powerpact condensing unit. Amana Refrigeration, Inc., Amana, Iowa.

Briefs:

Waste-King introduces a Hush model food waste disposer in bronze. The new model rounds out a line of 4 Waste King units: Imperial Hush, Super Hush, each encased in sound-deadening acoustical plastic shell, and budget-priced No. 72. Waste King Corp., 3300 E. 50th St., Los Angeles, Calif.

TELEVISION AND STEREO

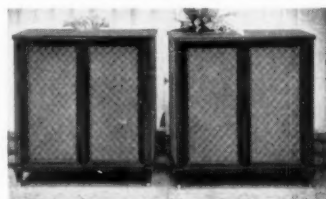


Magnavox Deluxe Metropolitan 1-MV167L

Magnavox TV and Stereo

Magnavox announces a Deluxe Metropolitan TV console; an Italian Provincial matching stereo and hi-fi radio-phono; and the self-contained "stereorama" stereo phono.

Deluxe Metropolitan, No. 1-MV167L, with 262 sq. in. TV receiver, designed to blend with Traditional, Contemporary or Early American decor in mahogany, oak, cherry or American walnut woods; incorporates a picture and sound stabilizer circuit in transformer powered chassis; special chromatic optical picture filter and slanted reflection barrier to eliminate eye strain and light reflections; contains 3 hi-fi speakers; input jack for stereo second channel speaker system and radio-phonos; carries Gold Seal guarantee which provides 3 months free service and 1-year warranty on all parts.



Magnavox Italian Provincial with S-38 speaker

Italian Provincial stereo hi-fi radio-phono system incorporates an FM-AM radio, 20-watt, 2-channel amplifier; 8 hi-fi speakers; cross-over filter network; deluxe 4-speed record changer with stereo diamond pickup. Model 1-SR206F radio-phono and S-38 stereo speaker identical in appearance comes in mahogany, cherry, American and French walnut woods; combined record library compartments of 2 models holds 275 LP or new stereo records.

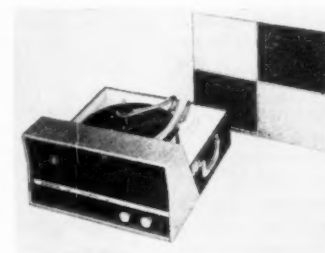
Stereorama No. 1-SC202F, phono contains 2 separate sound systems in single cabinet; push-pull, 2-channel, 20-watt hi-fi amplifier; 6 Magnavox speakers; two 15-in. bass, one 8-in. mid-range, and three 5-in. hi-fi speakers; 4-speed record changer with stereo diamond pickup; operating controls mounted on top, under gliding panel; separate speaker unit can be added; also available with FM-AM radio



Magnavox Stereorama 1-SC202F/1-ST203F

tuner; mahogany, oak, cherry and American walnut.

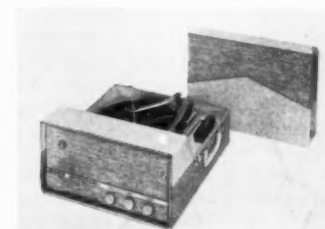
Prices, Deluxe Metropolitan, \$339.50, mahogany; Stereorama, \$289.50, mahogany; slightly higher south, Far west. The Magnavox Co., Fort Wayne, Ind.



Phonola Stereo Portable Phonos

Two portable all-in-one stereo phonos, 2658 and 2758 are announced by Waters Conley.

No. 2658 in grey and navy handle-on carrying case is styled with gold toned beading; unit has complete detachable speakers in lid; four 4-in. speakers, 2 in. main unit, 2 in lid; stereo-cartridge is compatible or standard LP; a 4-speed automatic changer is included; has automatic shut-off; features volume and tone controls and a 20-ft. extension cable.



Phonola stereo No. 2758

No. 2758 hi-fi portable with detachable speakers in lid; tan and white leatherette handle-on case; portable has 6 in. plus 4 x 6 in. speakers in both main unit and detachable lid; 3 controls, volume, bass, treble; 4-speed automatic changer; automatic shut-off feature this model; a 45 spindle is standard equipment.

Prices, No. 2658, \$89.95; No. 2758, \$119.95. Waters Conley Co., Inc., Rochester, Minn.

new products TV, RADIOS, STEREO



Andrea Saratoga

Andrea TV Set

Saratoga, a 21-in. table set has newly designed VR121 horizontal chassis with full service power transformer, front mounted speaker, aluminized 110-deg. picture tube, removable tinted safety glass; 18-circuitry tubes; stereo-phono jack and switch for use of audio amplifier and speaker system; hardwood cabinet in mahogany, blonde, fruitwood and ebony; (fruitwood is applied on cherrywood veneers); grille cloth is replaced by lattice work in wood; legs optional. Prices, \$245 mahogany; \$255 other finishes. **Andrea Radio Corp., Long Island City, 1, N. Y.**



Channel Master radio No. 6506

Channel Master Transistor Radio

A new line of transistor radios introduced by Channel Master includes two 6-transistor models and a full line of accessories.

No. 6505, compact unit is 5 1/4 in. long, 3 in. high, 1 1/4 in. deep; has full volume range; high sensitivity; pinpoint station selectivity; 6 matched transistors plus 1 diode and 1 thermistor; power is provided by four 1 1/2-volt Penlight batteries; superhet circuit; push-pull output; built-in Ferrite antenna; plug-in extension antenna; safety tuning dial; non-breakable plastic case; earphone jack extension speaker outlet; sealed variable condenser; 2 1/2 in. speaker.

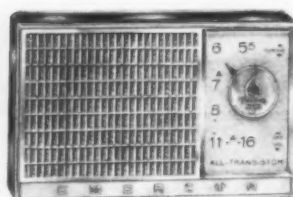
Accessories include cowhide carrying case; leather shoulder strap; magnetic earphone; leather case for earphone; available in black and gold or maroon with bronze anodized grille.

No. 6501 measures 4 1/2 in. long; 2 1/8 in. high; 1 1/4 in. deep; uses 6 matched transistors and 1 diode;

9-volt battery included; superhet circuit; push-pull output; built-in Ferrite antenna; safety tuning dial; non-breakable plastic case; earphone jack; extension speaker outlet; sealed variable condenser; 2 1/4 in. speaker; black or maroon with gold anodized grille.

Accessory package No. 6500 for use with No. 6501 has cowhide carrying case; leather shoulder strap; magnetic earphone; with leather case.

Prices, No. 6505, \$49.95 including accessories; No. 6501 \$34.95; accessory package \$4.95. **Channel Master Corp., Ellenville, N. Y.**



Emerson 555 transistor radio

Emerson Transistor Radio

The 555 "All American" all-transistor pocket radio in jewel-like case in gold and selection of coral black, ivory, charcoal, turquoise or all gold, has enclosed Ferriloop antenna; sealed dynamic speaker, Alnico permanent magnet; thumb-knob activated velvet drive tuning with crystal-protected full vision dial; automatic volume control; built-in jack for personal listing; long battery life with standard penlite cells.

Price, \$36, including batteries. **Emerson Radio & Phono Corp., Jersey City, 2, N. J.**

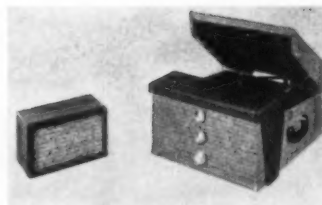


Philco "T-75" transistor radio

Philco Transistor Radio

A 7-transistor, portable radio, "T-75", has been added to Philco's transistor radio line; features include tapered styling, cowhide leather case, white stitching; with one set of ordinary flashlight batteries will deliver more than 500-hrs. performance; printed circuitry and built-in Magnecor aerial.

Price, \$49.95. **Philco Corp., Tioga and "C" Sts., Philadelphia, 34, Pa.**



Webcor Holiday Fonograf 1956

Webcor Fonograf

Webcor stereofonic Fonograf, No. 1956, has dual channel amplifier and self-contained channel 1 and 2 5-in. speakers; equipped with Webcor "Magic Mind" stereo disk-changer that permits intermixing stereo and standard 33 and 45 rpm 7, 10, 12 in. in any sequence; separate tone and volume control for each channel; external speaker enclosure; Stereo Mate VI, 4906, is available as channel 2-speaker system; when plugged into Holiday, channel 2, is transferred to Stereo Mate VI, permits better separation.

Price: Holiday, \$99.50; VI, \$14.95. **Webcor Inc., 5610 W. Bloomingdale Ave., Chicago, Ill.**



Emerson portable Phonoradio No. 902

Emerson Hi-Fi Stereo

Emerson announces a stereo hi-fi portable Phonoradio No. 902 and No. 903 Stereo hi-fi console with matching external speaker enclosure No. 971.

No. 902, easy-to-carry, stereo Phonoradio combines a stereo hi-fi dual amplifier with a 4-speed automatic stereo and monaural record changer and a radio in portable cabinet which houses 2 detachable hi-fi speaker enclosures that can be swung out at any angle or separated and placed up to 30-ft. apart. Completely equipped for stereo and monaural operation, its side speaker enclosures house 4 coordinated hi-fi speakers with each speaker unit containing 15-ft. cable for proper acoustic positioning in any room; balance control built into main unit so both channels can be operated from one point to give listener a pleasing stereo effect; im-

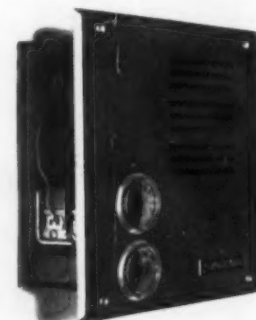


Emerson Stereo hi-fi No. 903 with No. 971

proved 4-speed automatic changer permits intermixing different size and speed records; cuff, scratch, stain and fade resistant cabinet in 2-tone color combinations.

No. 903, equipped for monaural and stereo has Emerson dual channel hi-fi amplifier coordinating 6 hi-fi, balanced speakers including No. 971 matching stereo speaker enclosure; built-in balance control; 3-position selector switch for internal or external speakers or both; audio augmentor loudness control; improved 4-speed automatic monaural and stereo record changer; available in limed oak and mahogany grained finish.

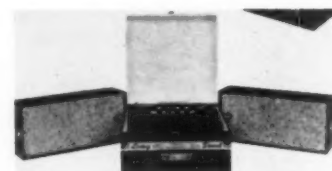
Price, No. 902, \$138; No. 903, \$128. **Emerson Radio & Phono Corp., Jersey City 2, N. J.**



Swanson Hide-A-Way Radio

Swanson Radio

Swanson "hide-a-way" radio for use as built-in for kitchens, living rooms, bedrooms, recreation rooms is announced by Swanson; 5-tube superhet with 4-in. speaker; 7-in. high, 8-in. wide, 3 in. thick; makes it possible to install almost anywhere. **Swanson Mfg. Co., 607 S. Washington St., Owosso, Mich.**



Living Sound portable stereo

Living Sound Stereo

Living Sound's portable stereo record player has a 4-speed changer with automatic shutoff; each matched coaxial speaker has built-in hi-fi tweeter to yield effects of 4 speakers; controls include compensating loudness switch, one knob each for balance, treble and bass; dual flip-over type ceramic cartridge; additional inputs for stereo tuners as well as multiple switch for operation of amplifier apart from changer; 20 to 20,000 cps response; detachable speakers extendable for 10-ft. each from control unit; scuffproof fabric coverings in choice of colors. **Living Sound Inc., 5115 South Western Ave., Los Angeles, Calif.**

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Satisfied advertisers enable the publishers to
secure more advertisers and—more advertisers
mean more information on more products or
better service—more value—to YOU.



Greetings, Friends!

Gather round, good guys and gals,
While I warble a carol to all my pals;
A pome by this bald old bard
In lieu of the usual Christmas card!



With wreaths and holly deck the hall,
The gals are going to have a ball!
Davidson, Craig, Zillesen, Kiene,
Gaffney, Rogers, Cornish and Sweeney!

And when the mistletoe's in place
Get Kendall and Kirtland for added grace.
Get Hertzler, Lloyd, a song to sing,
It's time we made the welkin ring!



Raise a glass to the NEMA crew,
Miller and Benson and Nesti, too;
And then let's have some Christmas tangles
For Armin, Biggi and Russell Gingles!

Cut a hunk of mincemeat pie
For Coatsworth and Kitzy at EEI!
For NARDA's Fleischaker, VP Bernsohn,
Price and Farr and cutup Robertson!

Now's the time to cast out woes
So hoist a stein to the Bobby Coes!
To Charlie Byron and Larry Dunn,
Merrill Skinner, Ray Halvorsen!

Ladle some punch for John Goodwillie,
For Rieger, Theleen and good Pat Tilley!
Then dip some more on the heady side
For Sahloff, Boian and Jack McBride!



Please, light the fire and trim the trees
For Berner, Paul, and Hal Andres!
Pick a gift for Stanley Ford;
Another for Ferro's John McCord!

Hitch up the nags, get out the sleigh!
Let's take a ride with Reg Lenna!
And while we're jingling through the snow
We'll shout good cheer to Chuck Reinbolt!

To Homer Travis and Packard, Dan,
To good Brett Neece and Fisher, Stan!
And when we finally return
We'll cheer the Flemings, Bruce and Bern!



And now let's sing a paean of praise
For the end of last year's dolorous days!
But bow to Chicago's sellingest folk,
The whirlwind, madcap brothers Polk!

Toast on high with a hefty flagon
Taubeneck, George, who's on the wagon!
Skoll! Sylvania's Robert Shaw!
And while we're at it, Max McGraw!

Ho! Jack Poteat and Homer Reeve!
We'll drink to you before you leave!
Enjoy those calm retiring years
Far from the strife of fighting Sears!

God rest ye merry, gents and gals!
One couldn't wish for better pals!
Better than Morrison, Hills and Cook,
Galvin and Taylor, or Ramsay of Look!

Herkes, Howard and Hurley, too!
Armstrong, Bob, and you and you!
Hi! Saylor, Bill and Wilson, Andy,
Help yourself to sweets and candy!



Help Ed Barnes and Jeffrey, Walt,
To steaming mugs of toddy, malt!
Switzer! Mengel! Forget the "K"!
All is sweetness and light today!

For Herman Lehman, Rushton, Joe,
Decanters apiece of good Old Crow!
Another, please, for Witting and Craig
But for Anderson, only Haig and Haig.

For Hotpoint's Hebert, nothing but wines!
The same for Sorensen, Sargent and Deines!
Pour Harry Hahn a noggin mellow,
For he's a most abstemious fellow.



Vintage champagne for Freeman, Sol;
A jeraboam for Lovell's Doll!
Slice roast beef, both rich and rare,
For Jessie Cartwright, Judson Sayre!

Twang a lute of stereo timbre
For Maxine Livingston, Ludwig, Amber!
And if they're missing, in a pinch
Try Bertie Given and Parker Finch!

Strike up the band! Bring on the dames!
Try a rhumba with Reggie James!
Show Jim Secrest how to mamba!
Bolin and Clemens how to samba!

Gals, shake a leg with Clancy, Lee
Or hobble 'round the floor with me!
Snuggle up to Bobby Balcom!
You'll get a very hearty welcome!



OK, folks, let's get at the victuals,
Better far than beer and skittles!
Pass the turkey to Dickie Myers!
Cut big slices for Hooper and Byers!

Giblets and gravy for Augenstein
(And with Joe Ogden don't be mean!)
Stuff with dressing Skinner and Hardy,
Connell and Rishel and Vincent Sardil!

Hack off a drumstick for Bob Cassatt!
Another for Creech and McCaughey, called Pat!
And when we start to slice the pie
Cut a generous hunk for Perkins, Cy!

Make this a really memorable meal
For Bob O'Brien and Ed O'Neill!
For Bob Seidel and Toney, Jim,
Harold Hulett and Timmerman, "Tim"!



Follow with seegars and brandy
For Jack Waddell and Miller, Randy!
For Fred Maytag and Ely, Claire,
Clarke and Harworth—a thirsty pair!

And now let's gather 'round the tree;
We've gifts galore for thee and thee!
A brand new fan for Glenkey, Paul!
A new gas light for Chet Stackpole!

A hat for Conley to wear in Havana;
A freezer for Foerstner of Amana!
A cleaner year for Mansager, Munz;
For Billy Jones some fresh new puns!

For Al McCarthy of Eureka
There's nothing like a brimming beaker!
More of the same for Stephenson, Stan,
But a lady-like one for Allison, Fran!

PR Smiths, both Rex and Joe,
Tally under the mistletoe!
Buss some babe with the women's mags,
Avoid the gals on the other rags!



The same to you, young Walter Bennett,
Adopt right now this old bard's tenet,
Alan Center, Bob Hoover hear—
Romance the ones who call you "dear"!

For McDavitt, McDermand, two Scots "Macs"
Sing a resounding vobiscum pax!
The same for McDermott of IAEL
Dana Chase and Bascom, "Shel"!



Drag a gift from under the tree
For Norman Schlegel and Herb Blakeslee!
For Georges Birgy of LHJ,
Bernie Hank and Elisha Gray!

Carol a quaint old Yuletide myth
To Blackstone's Moynihan and Smith!
And if you don't find this "Easy"
Parker Erickson's gonna feel queazy!

Play the organ, ring a bell!
For Zenith's Anger and Len Truesdell!
For Admiral's Siragusa boys
And Romney's little Rambler toys!



But now it's time to call a halt.
If you're not here it's not my fault!
There's only so much space, you see,
And so my best to thee and thee!

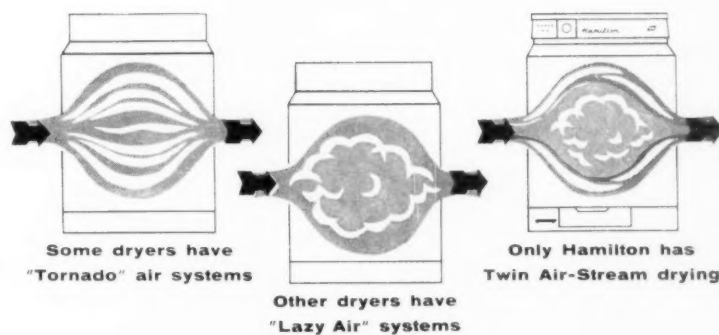
The best again from Shelton Fisher,
A truly hearty good will wisher!
From EM's staff, this happy day
And love and kisses from

Lawrence Wray

Hamilton with Twin Air-Streams makes closing a dryer sale as easy as . . .



1 First, tell her about "Tornado" air systems. This system is used in many dryers for fast drying. Air is whipped in and out of the dryer drum at windstorm velocity. It gives her fast drying all right (probably *too* fast), but it's mighty hard on clothes. **2** Follow up by telling her about "Lazy Air" systems used in many other dryers. Warm air drifts slowly in and out of the drum. This gives her one of the two things she wants in a dryer — gentleness — but it's maddeningly slow. **3** Then tell her about Hamilton with Twin Air-Streams. Two separate air streams do two important jobs. There's a gentle *Cradling Current* that pampers clothes. There's a brisk, business-like *Carrier Current* that gets rid of moisture-laden air in a hurry. And this happens only in a Hamilton. Twin Air-Streams is the most convincing and believable selling story to come down the dryer pike in a long, long time. Unlike the man in illustration #3, you won't have to use gestures to make your point. Twin Air-Streams is easy to explain, easy to understand. And it makes it easier to close Hamilton dryer sales.



sell the big dramatic difference in clothes dryers

Hamilton

with exclusive **TWIN AIR-STREAM** drying

automatic washers • automatic clothes dryers • Hamilton Manufacturing Company, Two Rivers, Wisconsin

AT GOLD ROOM SHOWINGS COAST-TO-COAST...

Dealers Applaud Kelvinator For Appliances That Fit Today's Market!

...AND HAVE BACKED THEIR APPLAUSE BY SWAMPING US WITH ORDERS!

Kelvinator's determination to find out what women really want *today* and then to "Build it Better" has produced a line of products that will sell *today*, say dealers everywhere! No frills, gimmicks or gadgets that are here this year, gone the next, but basic quality and true usefulness in every model.



KELVINATOR'S BASIC-FEATURE APPROACH MEANS MORE SALES TODAY!

In Laundry Equipment, every new Kelvinator is built to wash cleaner, easier, safer... save money, too! Research shows this is what women really want... and your salesmen can prove it with the exclusive "Magic Minute Dirt Loosener" and "EnerJETic Action"!

In Refrigerators, your customers want "more usable space" and features "more convenient to use." Kelvinator provides both with such salable features as the new "Cold-Mist Freshener," new "Breakfast Bar" in the door, and cold-clear-to-the-floor design.

In Ranges, every new Kelvinator has the exclusive convenience of new "Throw-Away" aluminum foil oven linings! Ends oven-cleaning drudgery forever—what a sales story! Moreover, simple controls provide fully automatic surface cooking and perfect oven baking!



Built Better to Serve Better

Kelvinator

Division of American Motors Corporation, Detroit 32, Michigan

